

Curriculum Vitae
Jakob D. Jensen

Department of Communication
 University of Utah
 255 S. Central Campus Drive
 Salt Lake City, UT 84112

Phone: (801) 581-6889
 jakob.jensen@utah.edu
www.jakobdjensen.com

Education

Ph.D.	University of Illinois , Urbana-Champaign, IL Communication	2007
M.A.	University of Illinois , Urbana-Champaign, IL Communication	2003
B.A.	Concordia College , Moorhead, MN Political Science	2001

Academic Positions

2021 – present	Associate Vice President for Research University of Utah
2017 – present	Professor , Department of Communication University of Utah
2015 – 2022	Associate Dean for Research , College of Humanities University of Utah
2014 – 2016	Associate Professor , Department of Communication University of Utah
2011 – 2013	Assistant Professor , Department of Communication University of Utah
2007 – 2011	Assistant Professor , Department of Communication Purdue University
2001 – 2007	Teaching Assistant , Department of Communication University of Illinois

Awards & Honors

2023	Top Paper in Mass Communication at NCA Convention
2023	Top Poster, Art as Science, 3i Art & Science Contest

2023	Top Paper in Research Division at BEA Convention
2021	Top Paper in Health Communication, NCA Convention
2021	Outstanding Abstract, Society for Behavioral Medicine
2020	Top Paper in Research Division at BEA Convention
2019	Outstanding Abstract, Society for Behavioral Medicine
2017	Top Article Award, <i>Risk Analysis</i>
2017	Kriehbaum Under-40 Award from AEJMC
2017	Top Paper, DC Health Communication Conference
2016	Golden Anniversary Monograph Award at NCA
2016	Top Paper in Research Division at BEA Convention
2015-2020	NIH New Innovator Award
2015	Golden Anniversary Monograph Award at NCA
2015	Top Paper in Human Communication & Technology at NCA Convention
2014-2017	Presidential Scholar, University of Utah
2014-2015	University Faculty Fellow, University of Utah
2014	Faculty Member of the Year, Dept. of Communication, University of Utah
2014	Top Paper in Health Communication at NCA Convention
2013	Young Scholar Award from ICA
2012	Article of the Year in ComSHER at AEJMC Convention
2011	Shooting Star Award, American Advertising Federation
2009	Acorn Award, Purdue University
2009	Top Paper in Mass Communication at NCA Convention
2008	Distinguished Article/Chapter in Health Communication at NCA Convention
2008	Top Paper in Health Communication at ICA Convention
2007	Ruth S. and Charles H. Bowman Award for most outstanding graduate student
2006	Top Student Paper in Communication and Social Cognition at NCA Convention
2006	Participant in NCA Doctoral Honors Conference at Purdue University
2006	Karl R. Wallace Award for distinguished scholarship by a graduate student
2004	Top Student Paper in Mass Communication at NCA Convention
2004	Top Student Paper in Environmental Communication at NCA Convention
2001	National Champion in "Speech to Entertain" at AFA National Tournament
2001	All-American Forensics Competitor (one of fourteen in the nation)
2001	Paul J. Dovre Award for outstanding achievement in academics and forensics

Grants

2023 – 2027	<i>Optimization of a personalized skin cancer risk intervention for at-risk young adults.</i> NCI R01 Grant (\$1,500,000). National Cancer Institute under award number R01CA266302-01A1. PIs: Yelena Wu & Jennifer Hay (Role: Co-I)
2021 – 2022	<i>Using rapid exposure to mole imagery to promote the early detection of melanoma.</i> Utah Grand Challenge Grant (\$100,000). Role: PI . (Co-PI: Kevin K. John, Tawnya Bowles; Co-I's: Helen Lillie, Yelena P. Wu, Doug Grossman, Cort McCaughey).
2020 – 2025	<i>A personalized approach to skin cancer prevention among adolescents.</i> NCI R01

Grant (\$1,500,000). National Cancer Institute under award number R01CA244674. PI: Yelena Wu (Role: Co-I)

- 2020 – 2021 *Evaluating public communication, perceptions, and behaviors related to COVID-19: Improving health communication about infectious diseases.* Immunology, Inflammation, and Infectious Disease Initiative, Office of the Vice President for Research, University of Utah (\$24,900). Role: Co-Principal Investigator. (Co-PI: Andy J. King; Co-I's: Helen Lillie, Chelsea Ratcliff, Manusheela Pokharel).
- 2018 – 2020 *Using the Utah Population Database to characterize disparities and inequalities.* NIH P30 Grant (\$225,000). National Cancer Institution of the National Institutes of Health under award number #3P30CA042014-29S7. PI: Jakob D. Jensen (Co-Is: Ken Smith, Morgan Millar).
- 2018 – 2020 *Communal feedback as an innovative alternative to skin self-exam.* NIH DP2 Diversity Supplement (\$249,796). National Institute of Biomedical Imaging and Bioengineering of the National Institutes of Health under award number #DP2EB022360-01S1. PI: Jakob D. Jensen (Post-doctoral fellow: Sean Upshaw).
- 2017 - 2018 *Skin cancer prevention in rural and urban schools.* Huntsman Cancer Institute (\$40,000). PI: Dr. Yelena Wu. (Co-Is: Jakob Jensen, Doug Grossman).
- 2015 – 2020 *Communal feedback as an innovative alternative to skin self-exam.* NIH New Innovator Grant (\$2,235,000). National Institute of Biomedical Imaging and Bioengineering of the National Institutes of Health under award number #DP2EB022360. PI: Jakob D. Jensen (Co-Is: Doug Grossman, Andy J. King, Kevin K. John).
- 2015 - 2016 *Developing the real-time evaluation data (RED) approach to campaign evaluation.* Utah Department of Health (\$10,000). PI: Jakob D. Jensen.
- 2015 - 2016 *Cancer prevention and cancer health disparities (CPCHD) initiative.* Huntsman Cancer Institute (\$20,000). PI: Dr. Deanna Kepka. (Co-PIs: Jakob D. Jensen, Barbara Brown, Mark Fluchel, Kim Kaphingst, Randall Rupper, Ken Smith, Gita Suneja, Ming Wen, Yelena Wu).
- 2015 - 2016 *An evaluation of the Utah colonoscopy media campaign.* Utah Department of Health (\$3,500). PI: Dr. Jakob Jensen.
- 2014 - 2015 *Low dose aspirin and colorectal cancer prevention: Assessing knowledge, attitudes, and beliefs of adults 40 – 65.* Huntsman Cancer Institute (\$40,000). PI: Dr. Jakob Jensen (Co-PIs: Avery Holton, Mia Hashib, & Sean Tavgian).
- 2014 - 2015 *Evaluating the Utah mammography media campaign.* Utah Department of Health (\$3,500). PI: Dr. Jakob Jensen.

- 2013 - 2015 *Developing and evaluating decision making tools for parents considering permanent tracheostomy for their child.* Sorenson Legacy Foundation (\$5,000). PI: Dr. Jakob Jensen. (Co-investigators: Mark Bergstrom, Joan Sheets, and Christopher G. Maloney).
- 2012 – 2014 *Enhancing skin self-examination practice in rural populations.* Great Ideas in the Humanities Grant (\$13,300). College of Humanities, University of Utah. Role: Co-PI.
- 2011 - 2012 *The influence of ethnic newspaper consumption on cancer prevention behaviors: A test of the cognitive mediation model.* Emerging Voices Grant (\$2,500). Association for Education in Journalism and Mass Communication. Role: PI.
- 2010 - 2011 *Formative research on women's use and understanding of gynecologic cancer information and resources.* Telemedicine and Advanced Technology Research Center (\$137,000). Purdue subcontract of DOD/TATRC Grant #08091007 awarded to Women's Oncology Research & Development. Role: Co-Investigator. (PI: Georgiann Linnemeier, WORD/St. Vincent Hospital, Indianapolis, IN).
- 2010 - 2011 *An evaluation of the Indiana H1N1 flu vaccine campaign.* Centers for Disease Control and Prevention (\$40,000). Purdue subcontract of Dept. of HHS/CDCP Grant #1H75TP000339-01 awarded to Indiana State Department of Health. Role: PI.
- 2009 - 2011 *Tailored health communication and interactive technology: Developing a computer-based algorithm to encourage utilization of breast cancer diagnostics.* American Cancer Society Institutional Grant for Junior Faculty (\$30,000). American Cancer Society & the Purdue Cancer Center. ACS Grant #58-006-47. Role: PI.
- 2009 - 2010 *Bi-lingual children as translators: How low income, Spanish-speaking families negotiate health literacy barriers.* Center for Families (\$20,000). Purdue University. Role: PI.
- 2009 - 2011 *Using narrative persuasion to increase colon cancer detection in high-risk individuals: A worksite intervention.* Regenstrief Center for Healthcare Engineering (\$40,000). Discovery Park. Purdue University. Role: PI.
- 2008 - 2013 *Interdisciplinary cancer prevention research internship program.* National Institutes of Health (\$1,554,689). NIH Grant #1R25CA128770-25. Role: Co-I. (PI: Dorothy Teegarden, Oncological Sciences Center, Purdue University)
- 2008 - 2009 *Health literacy in underserved, pre-diabetic populations.* Regenstrief Center for Healthcare Engineering (\$24,701). Discovery Park. Purdue University. Role: PI.

2007 - 2008 *Friends, classmates, or everyone?: Examining the relationship among referent group, social norms, and alcohol consumption*. Positive Educational Experiences for Purdue Students Grant (\$500). Student Health Center. Purdue University.
Role: PI.

Publications – Journal Articles (113)

1. Lillie, H. M., Pokharel, M., & Jensen, J. D. (in press). A missing mechanism of effect: How people who habitually replot stories react differently (or not so differently) to melanoma narratives. *Journal of Health Communication*.
2. Wu, Y. P., Woodside, L. A., Kaphingst, K. A., Jensen, J. D., Hamilton, J. G., Kohlmann, W., Haaland, B., Brintz, B. J., Phillips, S. M., & Hay, J. L. (2024). The Risk Information and Skin-cancer Education for Undergraduate Prevention (RISE-UP) Study: Protocol for a trial of personalized sun protection interventions for skin cancer prevention among undergraduate students. *Contemporary Clinical Trials*, *147*, 107728.
3. Adams, D. R., Ratcliff, C. L., Pokharel, M., Jensen, J. D., & Liao, Y. (2024). Communicating scientific uncertainty in the early stages of the COVID-19 pandemic: A message experiment. *Risk Analysis*, *44*(7), 1700-1715.
4. Wu, Y. P., Stump, T. K., Hay, J. L., Buller, D. B., Jensen, J. D., Grossman, D., Shen, J., Haaland, B. A., Jones, J., & Tercyak, K. P. (2024). Protocol for a cluster-randomized trial of a school-based skin cancer preventive intervention for adolescents. *Contemporary Clinical Trials*, *140*, 107494.
5. Pokharel, M., Lillie, H., Jensen, J. D., King, A. J., Ratcliff, C. L., & Barbour, J. B. (2024). Political party collective norms, perceived norms, and mask-wearing behavior: A test of the theory of normative social behavior. Manuscript accepted at *Health Communication*, *39*(13), 3170-3179.
6. Ratcliff, C. L., Fleerackers, A., Wicke, R., Harvill, B., King, A. J., & Jensen, J. D. (2024). Framing COVID-19 vaccine preprint research as uncertain: A mixed-method study of public reactions. *Health Communication*, *39*(2), 283-296.
7. Jensen, J. D., Loewen, S., Berger, J., Upshaw, S., Christy, K., & Lillie, H. M. (2024). Targeted communication and race: Explicating perceived message relevance. *Psychology & Health*, *39*(9), 1200-1217.
8. Chavez-Yenter, D., Lille, H. M., Gorissen, S., John, K. K., Vega, A. S., & Jensen, J. D. (2023). Spit, disgust, and parasite stress theory: A message experiment. *Journal of Health Communication*, *28*(8), 498-506.
9. Pokharel, M., Lillie, H. M., Nagatsuka, K., Barbour, J. B., Ratcliff, C. L., & Jensen, J. D. (2023). Social media narratives can influence vaccine intentions: The impact of depicting regret and character death. *Computers in Human Behavior*, *141*, 107612.

10. Brunsgaard, E., Jensen, J. D., & Grossman, D. (2023). Melanoma in skin of color: Part II. Racial disparities, role of UV, and interventions for earlier detection. *Journal of the American Academy of Dermatology*, 89(3), 459-468.
11. Jensen, J. D., Parsons, B. G., Nagelhout, E. S., Pokharel, M., Christy, K. R., Ratcliff, C. L., Grossman, D., Haaland, B., & Wu, Y. P. (2023). Tailored visuals, implementation intentions, and sun safe behavior: A longitudinal message experiment. *Health Psychology*, 42(1), 5-14.
12. Lillie, H., Katz, R. A., Carcioppolo, N., Giorgi, E. A., & Jensen, J. D. (2023). Cancer information overload across time: Evidence from two longitudinal studies. *Health Communication*, 38(9), 1878-1886.
13. Upshaw, S., Jensen, J. D., Giorgi, E. A., Pokharel, M., Lillie, H. M., Adams, D. R., John, K. K., Wu, Y. P., & Grossman, D. (2023). Developing skin cancer education materials for darker skin populations: Crowdsourced design, message targeting, and acral lentiginous melanoma. *Journal of Behavioral Medicine*, 46(3), 377-390
14. Liao, Y., Adams, D. R., Lillie, H. M., & Jensen, J. D. (2023). People wear masks when they ski: Comparing congruent and incongruent behavioral context appeals. *Journal of Health Communication*, 28(11), 728-738.
15. Jensen, J. D., Krakow, M. M., Christy, K. R., Ratcliff, C. L., Pokharel, M., Lillie, H. (2023). Validating cross-modal measures for comparative research: Message veracity, novelty, and memorability. *Psychology & Marketing*, 40(12), 2686-2710.
16. Pokharel, M., Jensen, J. D., John, K. K., Christy, K. R., Taylor-Burton, S. & Upshaw, S. (2023). Visual tailoring and skin cancer prevention: Comparing personalized, stock, and non-ultraviolet images. *Health Communication*, 38(12), 2582-2591.
17. Gorissen, S., Lillie, H. M., Chavez-Yenter, D., Vega, A. S., John, K. K., & Jensen, J. D. (2022). Explicitness, disgust, and safe sex behavior: A message experiment with U.S. adults. *Social Science & Medicine*, 313, 115414.
18. Wu, Y. P., Hamilton, J. G., Kaphingst, K. A. Jensen, J. D., Kohlmann, W., Parson, B. G., Hillie, H. M., Wang, X., Haaland, B., Wankier, A. P., Grossman, D., Hay, J. L. (2022). Increasing skin cancer prevention in young adults: The cumulative impact of personalized UV photography and MC1R genetic testing. *Journal of Cancer Education*, 38(3), 1059-1065.
19. Scherr, C. L., Lillie, H., Ratcliff, C. L., Krakow, M., Liu, M., & Jensen, J. D. (2022). Are some narratives better than others?: The impact of different narrative forms on adolescents' intentions to text and drive. *Risk Analysis*, 42(10), 2176-2188.

20. Brady, H. L., Hamilton, J. G., Kaphingst, K. A., Jensen, J. D., Kohlmann, W., Parsons, B. G., Lillie, H. M., Wankier, A. P., Smith, H. J., Grossman, D., Hay, J. L., & Wu, Y. P. (2022). "Bigger than I thought": Confronting skin cancer risk information in college. *Health Expectations*, 25(6), 2937-2949.
21. Jensen, J. D., Shannon, J., Iachan, R., Deng, Y., Kim, S. J., Demark-Wahnefried, W., Faseru, B., Paskett, E. D., Hu, J., Vanderpool, R. C., Lazovich, D., Mendoza, J. A., Shete, S., Robertson, L. B., Balkrishnan, R., Briant, K. J., Haaland, B., Haggstrom, D. A., & Fuemmeler, B. F. (2022). Examining rural-urban differences in fatalism and information overload: Data from twelve NCI-designated cancer centers. *Cancer Epidemiology, Biomarkers & Prevention*, 31(2), 393-403.
22. Kemp, D., King, A. J., Upshaw, S. J., Mackert, M., & Jensen, J. D. (2022). Applying harm reduction to COVID-19 prevention: The influence of moderation messages and risk infographics. *Patient Education & Counseling*, 105(2), 269-276.
23. Lillie, H., Pokharel, M., John, K. K., Christy, K. R., Upshaw, S., Giorgi, E. A., & Jensen, J. D. (2022). Does it matter if a story character lives or dies?: A message experiment comparing survivor and death narratives. *Psychology & Health*, 37(4), 419-439.
24. Gibson, B., Simonsen, S., Jensen, J. D., Yingling, L., Schaeffer, J. Sundaresh, V., Zhang, Y., & Altizer, R. (2022). Mobile virtual reality vs. mobile 360 video to promote enrollment in the diabetes prevention program amongst Hispanic adults. *JMIR Diabetes*, 7(1), e26013.
25. Mendoza, J. A., Miller, C. A., Martin, K. J., Resnicow, K., Iachan, R., Faseru, B., McDaniels-Davidson, C., Deng, Y., Martinez, M. E., Demark-Wahnefried, W., Leader, A. E., Lazovich, D., Jensen, J. D., Briant, K. J., & Fuemmeler, B. F. (2022). Examining the association of food insecurity and being up-to-date for breast and colorectal cancer screenings. *Cancer Epidemiology, Biomarkers & Prevention*, 31(5), 1017-1025.
26. Ratcliff, C. L., Wong, B., Jensen, J. D., & Kaphingst, K. A. (2021). The impact of communicating uncertainty on public responses to precision medicine research. *Annals of Behavioral Medicine*, 55(11), 1048-1061.
27. Parsons, B. G., Nagelhout, E. S., Wankier, A. P., Hu, N., Lensink, R., Zhu, A., Nottingham, K., Grossman, D., Jensen, J. D., & Wu, Y. P. (2021). Reactivity to ultraviolet radiation exposure monitoring using personal exposure devices. *JMIR mHealth and uHealth*, 9(9), e29694.
28. Lillie, H., Jensen, J. D., Pokharel, M., & Upshaw, S. (2021). Death narratives, negative emotion, and counterarguing: Testing fear, anger, and sadness as mechanisms of effect. *Journal of Health Communication*, 26, 586-595.
29. Shete, S., Deng, Y., Shannon, J., Faseru, B., Middleton, D., Iachan, R., Bernardo, B., Balkrishnan, R., Kim, S. J., Huang, B., Millar, M. M., Fuemmeler, B., Jensen, J. D., Mendoza, J. A., Hu, J., Lazovich, D., Robertson, L., Demark-Wahnefried, W., Paskett, E.

- D. (2021). Differences in breast and colorectal screening adherence among women residing in urban and rural communities in the United States. *JAMA Network Open*, 4(10), e2128000-e2128000.
30. Nagelhout, E. S., Lensink, R., Zhu, A., Parsons, B. G., Haaland, B., Hashibe, M., Grossman, D., VanDerslice, J., Gren, L. H., Jensen, J. D., Wu, Y. P. (2021). Higher ultraviolet radiation exposure among rural-dwelling versus urban-dwelling adults and children: Implications for skin cancer prevention. *Journal of Community Health*, 46, 147-155.
 31. Jensen, J. D., Giorgi, E. A., Jackson, J. R., Berger, J., Katz, R. A., & Mobley, A. R. (2020). Revisiting nutrition backlash: Psychometric properties and discriminant validity of the nutrition backlash scale. *Nutrition*, 78, 1-7.
 32. Jensen, J. D., King, A. J., Perez, D., Krakow, M., Coe, K., & Upshaw, S. (2020). Is news surveillance related to cancer knowledge in underserved adults?: Testing three versions of the cognitive mediation model. *Journalism Studies*, 21(9), 1186-1199.
 33. Jensen, J. D., Pokharel, M., King, A. J., John, K. K., Wu, Y. P., & Grossman, D. (2020). Obstacles to skin self-examination: Are frontier adults inclined abstainers? *Psychology, Health & Medicine*, 25(4), 470-479.
 34. Nagelhout, E. S., Lensink, R., Zhu, A., Parsons, B. G., Jensen, J. D., & Wu, Y. P. (2020). Feasibility and acceptability of using a newly developed wearable ultraviolet radiation exposure monitoring device for adults and children: A cross-sectional questionnaire study. *JMIR Dermatology*, 3(1), e15711.
 35. Jensen, J. D., Pokharel, M., Carcioppolo, N., Upshaw, S., John, K. K., & Katz, R. A. (2020). Cancer information overload: Discriminant validity and relationship to sun safe behavior. *Patient Education & Counseling*, 103(2), 309-314.
 36. Nagelhout, E. S., Parsons, B. G., Haaland, B., Tercyak, K. P., Zaugg, K., Zhu, A., Harding, G., Yancey, J., Jensen, J. D., Grossman, D., Wetter, D. W., & Wu, Y. P. (2019). Differences in reported sun protection practices, skin cancer knowledge, and perceived risk for skin cancer between rural and urban high school students. *Cancer Causes & Control*, 30(11), 1251-1258.
 37. Ratcliff, C. L., Jensen, J. D., Scherr, C. L., Krakow, M., & Crossley, K. (2019). Loss/gain framing, dose, and reactance: A message experiment. *Risk Analysis*, 39(12), 2640-2652.
 38. Wu, Y. P., Parsons, B. G., Nagelhout, E., Haaland, B., Jensen, J. D., Zaugg, K., Caputo, H., Lensink, R., Harding, G., Yancey, J., Klein, S. Z., Leachman, S. A., & Tercyak, K. P. (2019). A four-group experiment to improve Western high school students' sun protection behaviors. *Translational Behavioral Medicine*, 9(3), 468-479.

***Selected as Editor's Choice**

39. Pokharel, M., Christy, K. R., Jensen, J. D., Giorgi, E., John, K. K., & Wu, Y. P. (2019). Do ultraviolet photos increase sun safe behavior expectations via fear? A randomized controlled trial in a sample of U.S. adults. *Journal of Behavioral Medicine, 42*(3), 401-422.
40. Christy, K. R., & Jensen, J. D. (2019). Examining the relationship between the Big Five, grit, and avoidance of automated communication scales in adults 40-65. *Behaviour & Information Technology, 38*(4), 336-344.
41. Christy, K. R., Jensen, J. D., Britt, B., Scherr, C. L., Jones, C., & Brown, N. (2019). I want to talk to a real person: Theorizing avoidance in the acceptance and use of automated technologies. *Health Systems, 8*(1), 31-43.
42. Carcioppolo, N., John, K. K., Jensen, J. D., & King, A. J. (2019). Joking about cancer as an avoidance strategy among US adults. *Health Promotion International, 34*(3), 420-428.
43. Jensen, J. D., John, K. K., Freeman, J., Carcioppolo, N., & Pokharel, M. (2019). Drink monitoring for self and others: Precollege drinkers and the Bad-Habit-Formation Hypothesis. *Addiction Research & Theory, 27*(3), 198-203.
44. Carcioppolo, N., Christy, K., Jensen, J. D., King, A. J., Goonewardene, J., & Raftery, D. (2019). Biomarker screening intentions: Factors predicting acceptance of a novel breast cancer screening technique. *Health Systems, 8*(1), 44-51.
45. Krakow, M., Yale, R. N., Jensen, J. D., Carcioppolo, N., & Ratcliff, C. L. (2018). Comparing mediational pathways for narrative- and argument-based messages: Believability, counterarguing, and emotional reaction. *Human Communication Research, 44*(3), 299-321.
46. Jensen, J. D., Ratcliff, C. L., Yale, R. N., Krakow, M., Scherr, C. L., & Yeo, S. K. (2018). Persuasive impact of loss and gain frames on intentions to exercise: A test of six moderators. *Communication Monographs, 85*(2), 245-262.
47. John, K. K., Jensen, J. D., King, A. J., Pokharel, M., & Grossman, D. (2018). Emerging applications of eye-tracking technology in dermatology. *Journal of Dermatological Science, 91*(2), 117-123.
48. King, A. J., Jensen, J. D., Guntzviller, L. M., Perez, D., & Krakow, M. (2018). Ethnic newspapers and low-income Spanish-speaking adults: Influence of news consumption and health motivation on cancer prevention behaviors. *Ethnicity & Health, 23*(4), 410-424.
49. Ratcliff, C. L., Kaphingst, K., & Jensen, J. D. (2018). When personal feels invasive: Foreseeing challenges in precision medicine communication. *Journal of Health Communication, 23*(2), 144-152.

50. Scherr, C. L., Jensen, J. D., & Christy, K. (2017). Dispositional pandemic worry and the health belief model: Promoting vaccination during pandemic events. *Journal of Public Health, 39*(4), e242-e250.
51. Jensen, J. D., Pokharel, M., Scherr, C. L., King, A. J., Brown, N., & Jones, C. (2017). Communicating uncertainty to the public: How amount and source of uncertainty impact fatalism, backlash, and overload. *Risk Analysis, 37*(1), 40-51.
***2017 Best Paper in Risk Analysis**
52. John, K. K., Jensen, J. D., King, A. J., Ratcliff, C. L., & Grossman, D. (2017). Do pattern-focused visuals improve skin self-examination performance? Explicating the visual skill acquisition model (VSAM). *Journal of Health Communication, 22*(9), 732-742.
53. Krakow, M., Yale, R. N., Perez Torres, D., Christy, K., & Jensen, J. D. (2017). Death narratives and cervical cancer: Impact of character death on narrative processing and HPV vaccination. *Health Psychology, 36*(1), 1173-1180.
54. Christy, K. R., Jensen, J. D., Sarapin, S. H., Yale, R. N., Weaver, J., & Pokharel, M. (2017). Theorizing the impact of targeted narratives: Model admiration and narrative memorability. *Journal of Health Communication, 22*(5), 433-441.
55. Guntzviller, L. M., Jensen, J. D., & Carreno, L. M. (2017). Latino children's ability to interpret in health settings: A parent/child dyadic perspective on child health literacy. *Communication Monographs, 84*(2), 143-163.
56. Jensen, J. D., Liu, M., Carcioppolo, N., John, K. K., Krakow, M., & Sun, Y. (2017). Health information seeking and scanning among U.S. adults 50 - 75: Testing a key postulate of the information overload model. *Health Informatics Journal, 23*(2), 96-108.
57. Guntzviller, L. M., King, A. J., Jensen, J. D., & Davis, L. A. (2017). Self-efficacy, health literacy, and nutrition and exercise behaviors in a low-income, Hispanic population. *Journal of Immigrant and Minority Health, 19*(2), 489-493.
58. Jensen, J. D., Yale, R. N., Krakow, M., John, K. K., & King, A. J. (2017). Theorizing foreshadowed death narratives: Examining the impact of character death on narrative processing and SSE intention. *Journal of Health Communication, 22*(1), 84-93.
59. Guntzviller, L. M., Yale, R., & Jensen, J. D. (2016). Foreign language communication anxiety outside of a classroom: Scale validation and curvilinear relationship with foreign language use. *Journal of Cross-Cultural Psychology, 47*(4), 605-625.
60. Jensen, J. D., Martins, N., Weaver, J., & Ratcliff, C. L. (2016). Educational TV consumption and children's interest in leisure reading and writing: A test of the validated curriculum hypothesis. *Journal of Broadcasting & Electronic Media, 60*(2), 213-230.

61. Chae, J., Lee, C.-J., & Jensen, J. D. (2016). Correlates of cancer information overload: Focusing on individual ability and motivation. *Health Communication, 31*(5), 626-234.
62. Jensen, J. D., Holton, A. E., Krakow, M., Weaver, J., Donovan, E., & Tavtigian, S. (2016). Colorectal cancer prevention and intentions to use low-dose aspirin: A survey of 1,000 U.S. Adults 40 – 65. *Cancer Epidemiology, 41*, 99-105.
63. Jensen, J. D., Christy, K., Krakow, M., John, K., & Martins, N. (2016). Narrative transportability, leisure reading, and genre preference in children 9 – 13. *Journal of Educational Research, 109*(6), 666-674.
64. Jones, C. L., Jensen, J. D., Scherr, C. L., Brown, N. R., Christy, K., & Weaver, J. (2015). The health belief model as an explanatory framework in communication research: Exploring parallel, serial, and moderated mediation. *Health Communication, 30*(6), 566-576.
***2016 Golden Anniversary Monograph Award**
65. Yale, R. N., Jensen, J. D., Carcioppolo, N., Sun, Y., & Liu, M. (2015). Examining first- and second-order factor structures for news credibility. *Communication Methods and Measures, 9*(3), 152-169.
66. King, A. J., Jensen, J. D., Carcioppolo, N., Krakow, M. M., & Sun, Y. (2015). Comparing theories of media learning: Cognitive mediation, information utility, and knowledge acquisition from cancer news. *Mass Communication & Society, 18*(6), 753-775.
67. Jensen, J. D., Ratcliff, C., Weaver, J., Krakow, M., Payton, W., & Loewen, S. (2015). Explicating perceived barriers to mammography via the USCREEN project: Concerns about breast implants, faith violations, and perceived recommendations. *Breast Cancer Research & Treatment, 154*(1), 201-207.
68. Krakow, M., Jensen, J. D., Carcioppolo, N., Weaver, J., Liu, M., & Guntzville, L. (2015). Psychosocial predictors of HPV vaccination intentions for unvaccinated college women: Religiosity, morality, promiscuity, and cancer worry. *Women's Health Issues, 25*(2), 105-111.
69. Hurley, R. J., Jensen, J. D., Weaver, A. J., & Dixon, T. (2015). Viewer ethnicity matters: Black crime in TV news and its impact on decisions regarding public policy. *Journal of Social Issues, 70*(1), 155-170.
70. King, A. J., Carcioppolo, N., Grossman, D., John, K. K., & Jensen, J. D. (2015). A randomised test of skin self-examination techniques: ABCDE, ugly duckling sign, and variations in visual image dose. *Health Education Journal, 74*(6), 732-742.
71. Jensen, J. D., Yale, R. N., Carcioppolo, N., Krakow, M., John, K. K., & Weaver, J. (2014). Confirming the two factor model of dispositional cancer worry. *Psycho-Oncology, 24*(6), 732-735.

72. Sarapin, S., Christy, K., Lareau, L., Krakow, M., & Jensen, J. D. (2014). Identifying admired models to increase emulation: Development of a multi-dimensional admiration scale (MAS). *Measurement and Evaluation in Counseling and Development*, 48(2), 95-108.
73. Sun, Y., Jensen, J. D., Guntzviller, L. M., & Liu, M. (2014). Perceived message influence and Hispanic women: The disappearance of self-other perceptual bias. *Hispanic Journal of Behavioral Sciences*, 36(3), 366-382.
74. King, A. J., Jensen, J. D., Davis, L. A., & Carcioppolo, N. (2014). Perceived visual informativeness (PVI): Construct and scale development to assess visual health information in printed materials. *Journal of Health Communication*, 19(10), 1099-1115.
75. Mobley, A., Maulding, M., & Jensen, J. D. (2014). Attitudes, beliefs and barriers related to milk consumption in older, low-income women. *Journal of Nutrition Education & Behavior*, 46(6), 554-559.
76. Jensen, J. D., Scherr, C. L., Brown, N., Jones, C., Christy, K., & Hurley, R. J. (2014). Public estimates of cancer frequency: Cancer incidence perceptions mirror distorted media depictions. *Journal of Health Communication*, 19, 609-624.
77. Jensen, J. D., King, A. J., Carcioppolo, N., Krakow, M., Samadder, N. J., & Morgan, S. E. (2014). Comparing tailored and narrative worksite interventions at increasing colonoscopy adherence in adults 50 – 75: A randomized controlled trial. *Social Science & Medicine*, 104, 31-40.
***2015 Golden Anniversary Monograph Award**
78. Jensen, J. D., Carcioppolo, N., King, A. J., Scherr, C. L., Jones, C. L., & Niederdeppe, J. (2014). The cancer information overload (CIO) scale: Establishing predictive and discriminant validity. *Patient Education & Counseling*, 94(1), 90-96.
79. Bernat, J. K., & Jensen, J. D. (2014). Measuring dispositional cancer worry in China and Belgium: A cross-cultural validation. *Journal of Psychosocial Oncology*, 32(3), 189-206.
80. Niederdeppe, J., Lee, T., Robbins, R., Kim, H. K., Kresovich, A., Kirshenblat, D., Standridge, K., Clarke, C. E., Jensen, J. D., & Fowler, E. F. (2014). Content and effects of news stories about uncertain cancer causes and preventive behaviors. *Health Communication*, 29(4), 332-346.
81. King, A. J., Gehl, R. W., Grossman, D., & Jensen, J. D. (2013). Skin self-examinations and visual identification of atypical nevi: Comparing individual and crowdsourcing approaches. *Cancer Epidemiology*, 37, 979-984.

82. Jensen, J. D., Krakow, M., John, K. K., & Liu, M. (2013). Against conventional wisdom: When the public, the media, and medical practice collide. *BMC Medical Informatics and Decision Making*, *13*, 1-7.
83. Jensen, J. D., Scherr, C. L., Brown, N., Jones, C. L., & Christy, K. (2013). Public perception of cancer survival rankings. *Health Education & Behavior*, *40*(6), 721-729.
84. Martins, N., Weaver, A. J., Yeshua-Katz, D., Lewis, N., Tyree, N., & Jensen, J. D. (2013). A content analysis of print news coverage of media violence and aggression research. *Journal of Communication*, *63*(6), 1070-1087.
85. Jensen, J. D., King, A. J., & Carcioppolo, N. (2013). Driving toward a goal and the goal-gradient hypothesis: The impact of goal proximity on compliance rate, donation size, and fatigue. *Journal of Applied Social Psychology*, *43*, 1881-1895.
86. Bodie, G. D., Collins, W. B., Jensen, J. D., Davis, L. A., Guntzviller, L. M., & King, A. J. (2013). The conceptualization and measurement of cognitive health sophistication. *Journal of Health Communication*, *18*, 426-441.
87. Carcioppolo, N., Jensen, J. D., Wilson, S. E., Collins, W. B., Carrion, M., & Linnemeier, G. (2013). Examining HPV threat-to-efficacy ratios in the extended parallel process model. *Health Communication*, *28*, 20-28.
88. Jensen, J. D., King, A. J., Carcioppolo, N., & Davis, L. A. (2012). Why are tailored messages more effective? A multiple mediation analysis of a breast cancer screening intervention. *Journal of Communication*, *62*, 851-868.
89. Jensen, J. D., & Hurley, R. J. (2012). Conflicting stories about public scientific controversies: Effects of news convergence and divergence on scientist's credibility. *Public Understanding of Science*, *21*, 659-704.
90. Carcioppolo, N., & Jensen, J. D. (2012). Perceived historical drinking norms and current drinking behavior: Using the theory of normative social behavior as a framework for assessment. *Health Communication*, *27*, 766-775.
91. Teegarden, D., Lee, J., Adedokun, O., Childress, A., Parker, L. C., Burgess, W., & Jensen, J. D. (2011). Cancer prevention interdisciplinary education at Purdue University: Overview and preliminary results. *Journal of Cancer Education*, *26*, 626-632.
92. Jensen, J. D., Imboden, K., & Ivic, R. (2011). Sensation seeking and narrative transportation: High sensation seeking children's interest in reading outside of school. *Scientific Studies of Reading*, *15*, 541-558.
93. Jensen, J. D., Bernat, J. K., Wilson, K., & Goonwardene, J. (2011). The delay hypothesis: The manifestation of media effects over time. *Human Communication Research*, *37*, 509-528.

94. Guntzviller, L. M., Jensen, J. D., King, A. J., & Davis, L. A. (2011). The foreign language anxiety in medical office scale (FLAMOS): Developing and validating a measurement tool for Spanish-speaking individuals. *Journal of Health Communication, 16*, 849-869.
95. Jensen, J. D. (2011). Knowledge acquisition following exposure to cancer news articles: A test of the cognitive mediation model. *Journal of Communication, 61*, 514-534.
96. Jensen, J. D., Carcioppolo, N., King, A. J., Bernat, J. K., Davis, L. A., Yale, R., & Smith, J. (2011). Including limitations in news coverage of cancer research: Effects of news hedging on fatalism, medical skepticism, patient trust, and backlash. *Journal of Health Communication, 16*, 486-503.
***2012 Article of the Year – ComSHER Division of AEJMC**
97. Jensen, J. D., Weaver, A. J., Ivic, R., & Imboden, K. (2011). Developing a brief sensation seeking scale for children: Establishing concurrent validity with video game use and rule-breaking behavior. *Media Psychology, 14*, 71-95.
98. Tewksbury, D., Jensen, J. D., & Coe, K. (2011). Video news releases and the public: The impact of source labeling on the perceived credibility of television news. *Journal of Communication, 61*, 328-348.
99. Weaver, A. J., Jensen, J. D., Martins, N., Hurley, R. J., & Wilson, B. J. (2011). Liking violence and action: An examination of gender differences in children's processing of animated content. *Media Psychology, 14*, 49-70.
100. Jensen, J. D., Bernat, J. K., Davis, L. A., & Yale, R. (2010). Dispositional cancer worry: Convergent, divergent, and predictive validity of existing scales. *Journal of Psychosocial Oncology, 28*, 470-489.
101. Jensen, J. D., King, A. J., Davis, L. A., & Guntzviller, L. M. (2010). Utilization of Internet technology by low-income adults: The role of health literacy, health numeracy, and computer assistance. *Journal of Aging & Health, 22*, 804-826.
102. Moriarty, C. M., Jensen, J. D., & Stryker, J. E. (2010). Frequently cited sources in cancer news coverage: A content analysis examining the relationship between cancer news content and source citation. *Cancer Causes & Control, 21*, 41-49.
103. Jensen, J. D., King, A. J., Guntzviller, L. M., & Davis, L. A. (2010). Patient-provider communication and low-income adults: Age, race, literacy, and optimism predict communication satisfaction. *Patient Education & Counseling, 79*, 30-35.
104. Jensen, J. D., Moriarty, C. M., Hurley, R. J., & Stryker, J. E. (2010). Making sense of cancer news coverage trends: A comparison of three comprehensive content analyses. *Journal of Health Communication, 15*, 136-151.

105. O'Keefe, D. J., & Jensen, J. D. (2009). The persuasiveness of gain- and loss-framed messages for encouraging disease detection: A meta-analytic review. *Journal of Communication*, 59, 296-316.
106. Jensen, J. D. (2008). Scientific uncertainty in news coverage of cancer research: Effects of hedging on scientists' and journalists' credibility. *Human Communication Research*, 34, 347-369.
107. Stryker, J. E., Moriarty, C. M., & Jensen, J. D. (2008). Effects of newspaper coverage on public knowledge about cancer prevention. *Health Communication*, 23, 380-390.
108. O'Keefe, D. J., & Jensen, J. D. (2008). Do loss-framed persuasive messages engender greater message processing than do gain-framed messages? A meta-analytic review. *Communication Studies*, 59, 51-67.
109. Jensen, J. D., & Moriarty, C. M. (2008). Psychosocial correlates of skin self-examinations. *Journal of American College Health*, 56, 701-705.
110. O'Keefe, D. J., & Jensen, J. D. (2007). The relative persuasiveness of gain-framed and loss-framed messages for encouraging disease prevention behaviors: A meta-analytic review. *Journal of Health Communication*, 12, 623-644.
*2008 Distinguished Article/Chapter in Health Communication
111. Jensen, R. E., & Jensen, J. D. (2007). Entertainment media and sexual health: A content analysis of sexual talk, behavior, and risks in a popular television series. *Sex Roles*, 56, 275-284.
112. O'Keefe, D. J., & Jensen, J. D. (2006). The advantages of compliance or the disadvantages of noncompliance? A meta-analytic review of the relative persuasive effectiveness of gain-framed and loss-framed messages. *Communication Yearbook*, 30, 1-43.
113. Jensen, J. D., & Hurley, R. J. (2005). Third-person effects and the environment: Social distance, social desirability, and presumed behavior. *Journal of Communication*, 55, 242-256.

Publications – Book Chapters (6)

1. Jensen, J. D., Berger, J., & Lillie, H. M. (in press). Who is more vulnerable to visual manipulation? Traits and individual differences related to the visual manipulation test (VMT). In M. P. Boyle & A. M. Ranier (Eds.), *Evolving Journalism Research Methods: Applications, Trends, Analyses*. Routledge.
2. Liao, Y., Lillie, H. M., & Jensen, J. D. (in press). Infodemics and health information overload. In G. de Bruijn and H. Vandebosch (Eds.), *Health, Media, & Communication*. Mouton de Gruyter.

3. Lillie, H., Pokharel, M., Bergstrom, M. J., & Jensen, J. D. (2021). Perspective change in a time of crisis: The emotion and critical reflection model. In D. O’Hair & M. J. O’Hair (Eds.), *Communicating science in times of crisis: Coronavirus* (pp. 242-261). Wiley.
4. Ratcliff, C. L., Jensen, J. D., Christy, K., R., Crossley, K., & Krakow, M. (2018). News coverage of cancer research: Does disclosure of scientific uncertainty enhance credibility? In H. D. O’Hair (Ed.), *Risk and health communication in an evolving media environment* (pp. 156-178). New York, NY: Routledge.
5. Jensen, J. D. (2012). Addressing health literacy in the design of health messages. In H. Cho (Ed.), *Health communication message design: Theory, research, and practice* (pp. 171-190). Thousand Oaks, CA: Sage.
6. O’Keefe, D. J., & Jensen, J. D. (2011). The relative effectiveness of gain-framed and loss-framed persuasive appeals concerning obesity-related behaviors: Meta-analytic evidence and implications. In R. Batra, P. A. Keller, & V. J. Strecher (Eds.), *Leveraging consumer psychology for effective health communications: The obesity challenge* (pp. 171-185). Armonk, NY: M. E. Sharpe.

Publications – Patient Materials and Visuals (4)

1. Jensen, J. D., Liv, C., King, A. J., John, K. K., Lillie, H. M., Pokharel, M., & Grossman, D. (2024). [Chalkboard ABCDE brochure](https://jakobjensen.com/visuals/). Health Communication and Technology Lab.
2. Jensen, J. D., Liv, C., King, A. J., John, K. K., Lillie, H. M., Pokharel, M., & Grossman, D. (2024). [Chalkboard ABCDE pamphlet](https://jakobjensen.com/visuals/). Health Communication and Technology Lab.
3. Jensen, J. D., Liv, C., Pokharel, M., Lillie, H. M., John, K. K., King, A. J., & Grossman, D. (2024). [Dalmatian UDS brochure](https://jakobjensen.com/visuals/). Health Communication and Technology Lab.
4. Jensen, J. D., Liv, C., Pokharel, M., Lillie, H. M., John, K. K., King, A. J., & Grossman, D. (2024). [Dalmatian UDS pamphlet](https://jakobjensen.com/visuals/). Health Communication and Technology Lab.

Publications – Encyclopedia/Bibliography Entries (7)

1. Jensen, J. D. (2016). Measurement Bias. In C. Berger & M. Roloff (Ed.), *International Encyclopedia of Interpersonal Communication*. Hoboken, NJ: Wiley-Blackwell.
2. Krakow, M. & Jensen, J. D. (2015). Cervical cancer. In G. A. Colditz, (Ed.), *The SAGE Encyclopedia of Cancer and Society*, 2nd edition. New York, NY: Sage.

3. Jensen, J. D. (2014). Communicating scientific complexity. In T. Thompson (Ed.), *Encyclopedia of Health Communication*. Los Angeles, CA: Sage.
4. Jensen, J. D., & Krakow, M. (2014). Customization as tailoring 2.0. In T. Thompson (Ed.), *Encyclopedia of Health Communication*. Los Angeles, CA: Sage.
5. John, K. K., Liu, M., & Jensen, J. D. (2014). Framing. In T. Thompson (Ed.), *Encyclopedia of Health Communication*. Los Angeles, CA: Sage.
6. Jensen, J. D., & O'Keefe, D. J. (2014). Preventive health behavior and health education. In J. M. Ryan (Ed.), *Wiley-Blackwell Encyclopedia of Health and Society*. Hoboken, NJ: Wiley-Blackwell.
7. Jensen, J. D., & Carcioppolo, N. (2011). Persuasion & social influence. In P. Moy (Ed.), *Oxford Bibliographies: Communication*. New York, NY: Oxford University Press.

Conference Presentations

1. May, K., Lillie, H. M., Ratcliff, C. L., & Jensen, J. D. (2023, November). Enacted replotting, narrative persuasion, and colorectal cancer: A longitudinal message experiment with U.S. adults. Paper presented at the 109th annual convention of the National Communication Association in National Harbor, MD.
***Top Paper in Mass Communication Division**
2. Jensen, J. D., Liao, Y., Gorissen, S., Owens, C. M., Adams, D. R., Pokharel, M., & Ratcliff, C. L. (2023, December). Communicating emerging energy research to the public: A message experiment examining uncertainty, source, and bandwagon cues. Presented at the 2023 Society for Risk Analysis Annual Meeting in Washington, D.C.
3. Gorissen, S., Liao, Y., Jensen, J. D., Barbour, J. B., John, K. K., Adams, D. R., & Ratcliff, C. L. (2023, December). Uncertainty and HIV-cure science: A message experiment. Presented at the 2023 Society for Risk Analysis Annual Meeting in Washington, D.C.
4. Liao, Y., Adams, D. R., Owens, C., & Jensen, J. D. (2023, April). Empathy, validation, and branding: Testing the theory of empathetic authenticity. Paper presented at the annual meeting of the Broadcast Education Association in Las Vegas, NV.
***Top Paper in Research Division**
5. Fleerackers, A., Ratcliff, C. L., King, A. J., Wicke, R., & Jensen, J. D. (2023, June). "Still in the works": An investigation into how news audiences (mis)understand preprint research. Paper presented at the 73rd annual convention of the International Communication Association Conference in Toronto, Canada.
6. Lillie, H. M., Jensen, J. D., & Krakow, M. (2023, June). Identifying structural elements to enhance narrative persuasion: Testing propositions of the narrative immersion model. Paper

presented at the 73rd annual convention of the International Communication Association Conference in Toronto, Canada.

7. Ratcliff, C. L., Fleerackers, A., Wicke, R., King, A. J., & Jensen, J. D. (2023, June). How the public perceives media representations of scientific preprints. Paper presented at the 73rd annual convention of the International Communication Association Conference in Toronto, Canada.
8. John, K. K., King, A. J., Pokharel, M., Jensen, J. D., & Grossman, D. (2022, December). Eye-tracking laypersons during a nevus Identification Task: ABCDE yields increased sensitivity but reduced visual processing efficiency. Paper presented at the 2022 Society for Risk Analysis Annual Meeting in Tampa, FL.
9. King, A. J., Kaphingst, K., & Jensen, J. D. (2022, December). Communicating uncertainty about cancer: a systematic review. Paper presented at the 2022 Society for Risk Analysis Annual Meeting in Tampa, FL.
10. Wicke, R., Ratcliff, C., Fleerackers, A., Wang, Y., King, A. J., & Jensen, J. D. (2022, December). Investigating the influence of preprints in COVID-19 news coverage on vaccine booster intentions. Paper presented at the 2022 Society for Risk Analysis Annual Meeting in Tampa, FL.
11. Pokharel, M., Lillie, H., Nagatsuka, K., Barbour, J. B., & Jensen, J. D. (2022, November). Depicted regret, character death, and vaccination intentions: A social media experiment. Paper presented at the 108th annual convention of the National Communication Association Conference in New Orleans, LA.
12. Adams, D. R., Liao, Y., Vega, A., King, A. J., John, K. K., & Jensen, J. D. (2022, November). Advertisement duration and audience response: A message experiment comparing four ad lengths. Paper presented at the 108th annual convention of the National Communication Association in New Orleans, LA.
13. Lillie, H. M., Ratcliff, C., King, A. J., Pokharel, M., & Jensen, J. D. (2022, November). Using narratives to correct politically charged health misinformation and address affective belief echoes. Paper presented at the 108th annual convention of the National Communication Association in New Orleans, LA.
14. Scacco, J., Copeland, L., Coe, K., & Jensen, J. D. (2022, November). Revisiting channel effects: A conceptual model and experimental tests. Paper presented at the 108th annual convention of the National Communication Association in New Orleans, LA.
15. Adams, D. R., Lillie, H. M., & Jensen, J. D. (2022, November). Comparing beauty- and awe-focused awe appeals: A message experiment. Paper presented at the 108th annual convention of the National Communication Association in New Orleans, LA.

16. Liao, Y., Adams, D. R., Lillie, H. M., & Jensen, J. D. (2022, November). People wear masks when they ski: Comparing congruent and incongruent behavioral context appeals. Paper presented at the 108th annual convention of the National Communication Association in New Orleans, LA.
17. Vega, A. S., Lillie, H. M., Liao, Y., Adams, D. R., & Jensen, J. D. (2022, November). Testing for dose-response relationships in message research: Dosage, framing, and intentions to exercise. Paper presented at the 108th annual convention of the National Communication Association in New Orleans, LA.
18. Jensen, J. D., Barbour, J. B., Lillie, H. M., Ratcliff, C. L., Pokharel, M., & King, A. J. (2022, May). Public perception of COVID-19 communication across 36 weeks: A repeated cross-section design with U.S. Adults. Paper presented at the 72nd annual convention of the International Communication Association Conference in Paris, France.
19. Adams, D., Ratcliff, C. L., Pokharel, M., Jensen, J. D., & Liao, Y. (2022, May). Communicating scientific uncertainty in the early stages of the COVID-19 pandemic: A message experiment. Paper presented at the 72nd annual convention of the International Communication Association Conference in Paris, France.
20. Pokharel, M., Lillie, H., Jensen, J. D., King, A. J., Ratcliff, C. L., & Barbour, J. B. (2022, May). Actual norms, perceived norms, and mask wearing intentions: A test of the theory of normative social behavior. Paper presented at the 72nd annual convention of the International Communication Association Conference in Paris, France.
21. Ratcliff, C. L., Wicke, R., Fleerackers, A., Harvill, M., King, A., & Jensen, J. D. (2022, May). Public responses to news reporting of COVID-19 research: Examining the effects of disclosing scientific uncertainty and preprint status. Paper presented at the 72nd annual convention of the International Communication Association Conference in Paris, France.
22. Stump, T. K., Siniscalchi, N., Brunsgaard, E. K., Grossman, D., Jensen, J. D., Buller, D. B., Hay, J. L., Tercyak, K. P., & Wu, Y. P. (2022, March). Sociodemographic predictors of adolescents' sun protection cognitions and sunburns. Paper presented at the 2022 annual meeting of the American Society of Preventive Oncology in Tucson, AZ.
23. Gorissen, S., Lillie, H. M., Chavez-Yenter, D., Vega, A. S., John, K. K., & Jensen, J. D. (2021, December). Communicating sexual health risks to U.S. adults: Explicit language, dispositional disgust, and reactance. Paper presented at the 2021 Society for Risk Analysis Annual Meeting in Washington, D.C.
24. Chavez-Yenter, D., Lillie, H. M., Gorissen, S., John, K. K., Vega, A. S., & Jensen, J. D. (2021, December). Spit, disgust, and parasite stress theory: A message experiment. Paper presented at the 2021 Society for Risk Analysis Annual Meeting in Washington, D.C.
25. Pokharel, M., Jensen, J. D., John, K. K., Christy, K. R., Taylor-Burton, S., & Upshaw, S. (2021, November). Visual communication and skin cancer prevention: Comparing

personalized, stock, and non-ultraviolet images. Paper presented at the 107th annual convention of the National Communication Association Conference in Seattle, WA.

***Top Paper in Health Communication Division**

26. Lillie, H., Scherr, C., Ratcliff, C., & Jensen, J. D. (2021, November). Expanding the theory of persuasive hope: Testing mechanisms, message forms, and racial differences. Paper presented at the 107th annual convention of the National Communication Association Conference in Seattle, WA.
27. Vega, A. S., Lillie, H., Chavez-Yenter, D. A., Gorissen, S. H. M. H., & Jensen, J. D. (2021, November). Narrative impact and parasite stress theory: Testing the effects of death, disgust, and delay appeals. Paper presented at the 107th annual convention of the National Communication Association Conference in Seattle, WA.
28. Jensen, J. D., Shannon, J., Iachan, R., Deng, Y., Kim, S. J., Demark-Wahnefried, W., Faseru, B., Paskett, E. D., Hu, J., Vanderpool, R., Lazovich, D., Mendoza, J. A., Shete, S., Robertson, L. B., Balkrishnan, R., Briant, K. J., Haggstrom, D. A., & Fuemmeler, B. F. (2021, November). Rural-urban differences in fatalism and information overload: Data from twelve NCI-designated cancer centers. Paper presented at the 107th annual convention of the National Communication Association Conference in Seattle, WA.
29. Upshaw, S., Jensen, J. D., Giorgi, E. A., Pokharel, M., Lillie, H. M., Adams, D. R., John, K. K., Wu, Y. P., & Grossman, D. (2021, May). Developing skin cancer education materials for darker skin populations: Crowdsourced design, message targeting, and acral lentiginous melanoma. Paper presented at the 71st annual convention of the International Communication Association Conference in Denver, CO.
30. Ratcliff, C., Jensen, J. D., King, A. J., Pokharel, M., Lillie, H., M., & Adams, D. R. (2021, May). Reactance to COVID-19 mask guidelines: An experiment comparing different textual and visual approaches. Paper presented at the 71st annual convention of the International Communication Association Conference in Denver, CO.
31. Lillie, H., M., Pokharel, M., Bergstrom, M., & Jensen, J. D. (2021, May). Perspective change in a time of crisis: The emotion and critical reflection model. Paper presented at the 71st annual convention of the International Communication Association Conference in Denver, CO.
32. Kemp, D., King, A. J., Upshaw, S., Mackert, M., & Jensen, J. D. (April, 2021). Applying harm reduction to COVID-19 prevention: The influence of moderation messages and risk infographics. Paper presented at the 6th biennial D.C. Health Communication Conference (DCHC) in Fairfax, VA.
33. Parsons, B. G., Nagelhout, E. S., Lensink, R., Zhu, A., Nottingham, K., Hu, N., Grossman, D., Jensen, J. D., & Wu, Y. P. (April, 2021). Reactivity to ultraviolet radiation exposure monitoring without feedback among children and parents. Paper presented at 42nd annual meeting of the Society of Behavioral Medicine, Virtual Conference.

34. Wu, Y. P., Parsons, B. G., Nagelhout, E. S., Carrington, J., Wankier, A. P., Jo, Y., Chipman, J., Haaland, B., Jensen, J. D., & Grossman, D. (April, 2021). Outdoor activities among urban and rural families: Implications for skin cancer prevention. Paper presented at 42nd annual meeting of the Society of Behavioral Medicine, Virtual Conference.
***Outstanding Abstract in Child and Family Health at SBM**
35. Parsons, B. G., Ruiz, K., Kofford, K., Nottingham, K., Kimball, K., Lillie, H., Kaphingst, K. A., Hay, J. L., Hamilton, J. G., Haaland, B. A., Jensen, J. D., & Wu, Y. P. (April, 2021). Effect of personalized melanoma risk information on skin cancer risk attitudes and sun-safe behaviors among college students. Paper presented at 42nd annual meeting of the Society of Behavioral Medicine, Virtual Conference.
36. Jensen, J. D., Katz, R. A., Lillie, H. M., Pokharel, M., Adams, D. R., & Upshaw, S. (2020, November). Information overload and message fatigue: A test of five theoretical models. Paper presented at the 106th annual convention of the National Communication Association in Indianapolis, IN.
37. Lillie, H. M., Ratcliff, C., Pokharel, M., & Jensen, J. D. (2020, November). Fear, anger, and message processing: Testing the fear and replotting anger model (FRAM). Paper presented at the 106th annual convention of the National Communication Association in Indianapolis, IN.
38. Ratcliff, C., Lillie, H. M., & Jensen, J. D. (2020, November). How lay adults respond to uncertain genomic science in the news: A test of uncertainty management theory. Paper presented at the 106th annual convention of the National Communication Association in Indianapolis, IN.
39. Berger, J., Jensen, J. D., Copeland, L., Scacco, J., & Coe, K. (2020, November). Anger, irritability, and support for impeachment: A survey of U.S. adults. Paper presented at the 106th annual convention of the National Communication Association in Indianapolis, IN.
40. Pokharel, M., Jensen, J. D., Taylor-Burton, S., King, A. J., John, K. K., & Upshaw, S. (2020, May). Temporal frames, temporal focus, and sun safe behaviors: A message experiment. Paper presented at the 70th annual convention of the International Communication Association Conference in Gold Coast, Australia.
41. Lillie, H., Jensen, J. D., & Krakow, M. (2020, May). Diagnostic narratives: Definitions features and future research. Paper presented at the 70th annual convention of the International Communication Association Conference in Gold Coast, Australia.
42. Katz, R. A., Lillie, H., Jensen, J. D., Giorgi, E. A., & Carcioppolo, N. (2020, May). Overload, indifference, and ambivalence across time: evidence from two longitudinal studies. Paper presented at the 70th annual convention of the International Communication Association Conference in Gold Coast, Australia.

43. Lillie, H., Jensen, J. D., Pokharel, M., & Upshaw, S. (2020, May). Comparing melanoma death and survivor narratives: A message experiment. Paper presented at the 70th annual convention of the International Communication Association Conference in Gold Coast, Australia.
44. Berger, J., Jensen, J. D., Lillie, H., & Katz, R. A. (2020, April). Who is more vulnerable to visual manipulation? Traits and individual differences related to the Visual Manipulation Test (VMT). Paper presented at the annual meeting of the Broadcast Education Association in Las Vegas, NV.
***Top Paper in Research Division**
45. Jensen, J. D., Pokharel, M., John, K. K., Christy, K. R., Upshaw, S., & Giorgi, E. A. (2019, November). Foreshadowed death and narrative transportation: Comparing the relative persuasive impact of survivor and death narratives. Paper presented at the 105th annual convention of the National Communication Association in Baltimore, MD.
46. Jensen, J. D., Giorgi, E. A., Jackson, J., Berger, J., Katz, R. A., & Mobley, A. R. (2019, November). Backlash against nutrition messages: Backlash is higher in underserved groups and related to label use. Paper presented at the 105th annual convention of the National Communication Association in Baltimore, MD.
47. Loewen, S., Jensen, J. D., Berger, J., Katz, R. A., Upshaw, S., & Christy, K. (2019, November). Targeted communication and race: A test of relevance theory. Paper submitted to the 105th annual convention of the National Communication Association in Baltimore, MD.
48. Ratcliff, C. L., Jensen, J. D., Scherr, C. L., Krakow, M., & Crossley, K. (2019, November). Message framing, reactance, and dose: A message experiment. Paper to be presented at the 105th National Communication Association annual meeting, Baltimore, MD.
49. Jensen, J. D., Pokharel, M., Carcioppolo, N., Upshaw, S., John, K. K., & Katz, R. A. (2019, May). Overload, reactance, and avoidance: Discriminant validity and relationship to sun safe behaviors. Paper presented at the 69th annual meeting of the International Communication Association, Washington, D. C.
50. Christy, K. R., Jensen, J. D., & Pokharel, M. (2019, May). The use of UV photography in skin cancer prevention materials: The relative efficacy of single time versus simulated over time imagery. Paper presented at the 69th annual meeting of the International Communication Association, Washington, D. C.
51. Pokharel, M., Jensen, J. D., John, K. K., & Christy, K. R. (2019, March). Visual communication and skin cancer prevention: A message experiment comparing personalized, stock, and non-ultraviolet images. Paper presented at 40th annual meeting of the Society of Behavioral Medicine, Washington, D. C.

52. Parsons, B. G., Nagelhout, E., Lensink, R., Zhu, A., Jensen, J. D., Harding, G., Leachman, S. A., Anthony, I. L., Hix, C., & Wu, Y. P. (2019, March). Use of a wearable monitoring device to assess ultraviolet radiation exposure among parents and children: Feasibility, acceptability, and lessons learned. Paper presented at 40th annual meeting of the Society of Behavioral Medicine, Washington, D. C.
***Outstanding Abstract in Child and Family Health at SBM**
53. Pokharel, M., Christy, K. R., Jensen, J. D., Giorgi, E., John, K. K., & Wu, Y. P. (2018, November). Do ultraviolet photos increase sun safe behavior via fear? A test of the extended parallel process model (EPPM). Paper presented at the 104th annual convention of the National Communication Association in Salt Lake City, UT.
54. Jensen, J. D., Pokharel, M., King, A. J., John, K. K., Wu, Y. P., & Grossman, D. (2018, November). Identifying obstacles to skin self-examination in U.S. frontier counties. Paper presented at the 104th annual convention of the National Communication Association in Salt Lake City, UT.
55. Lee, T., Pokharel, M., Ratcliff, C. L., & Jensen, J. D. (2018, November). Selective attention and policy communication: Using eye-tracking to examine visual attention to messages about obesity. Paper presented at the 104th annual convention of the National Communication Association in Salt Lake City, UT.
56. Jensen, J. D., Parsons, B. G., Nagelhout, E. S., Pokharel, M., Christy, K. R., Grossman, D., & Wu, Y. (2018, November). Does a personalized ultraviolet photo increase sun safe behavior?: A message experiment in Utah high schools. Paper presented at the 104th annual convention of the National Communication Association in Salt Lake City, UT.
57. Christy, K., & Jensen, J. D. (2018, November). Examining the avoidance of automated communication in adults 40-65. Paper presented at the 104th annual convention of the National Communication Association in Salt Lake City, UT.
58. Christy, K., Jensen, J. D., Pokharel, M., & Yale, R. N. (2018, May). Stigma and attributions of responsibility: A test of the parasocial contact hypothesis. Paper presented at the 68th annual meeting of the International Communication Association, Prague, Czech Republic.
59. Krakow, M., Jensen, J. D., & Christy, K. (2017, May). Life or death in cervical cancer narratives: Testing the mediating effects of transportation, reactance, and message impact. Abstract presented at the Preconference on Innovations in Narrative-Based Intervention Design, Development, and Evaluation at the 67th annual meeting of the International Communication Association, San Diego, CA.
60. Scherr, C. L., Jensen, J. D., Ratcliff, C., Liu, M., & Krakow, M. (2017, May). Modeling psychological reactance using narratives from the AT&T "It Can Wait" campaign. Paper presented at the 67th annual meeting of the International Communication Association, San Diego, CA.

61. Jensen, J. D., Krakow, M., Christy, K., Ratcliff, C., Pokharel, M., & Yale, R. N. (2017, May). Message impact theory: Testing a process-oriented framework for communication evaluation and research. Paper presented at the 67th annual meeting of the International Communication Association, San Diego, CA.
62. Ratcliff, C. L., Jensen, J. D., Scherr, C. L., Crossley, K. Christy, K., & Krakow, M. (2017, April). Do gain-framed exercise messages elicit less psychological reactance? A test of the intertwined model. Paper presented 4th Biennial D.C. Health Communication Conference (DCHC), Fairfax, VA.
***Top Paper at the DCHC**
63. Ratcliff, C. L., Jensen, J. D., Christy, K., & Crossley, K. (2016, November). News coverage of cancer research: Does disclosure of scientific uncertainty enhance credibility? Paper presented at the 102nd annual convention of the National Communication Association in Philadelphia, PA.
64. Pokharel, M., Jensen, J. D., & Yale, R. N. (2016, November). Personal testimonies and the parasocial contact hypothesis: Evaluating the narrative impact of the CDC's "Let's Stop HIV Together" campaign. Paper presented at the 102nd annual convention of the National Communication Association in Philadelphia, PA.
65. Weaver, J., Jensen, J. D., Yale, R. N., Krakow, M., & Ratcliff, C. L. (2016, October). Vicarious replotting in colorectal cancer screening PSAs: A message experiment with U.S. adults. Paper presented at the annual meeting of the American Public Health Association in Denver, CO.
66. John, K. K., Jensen, J. D., King, A. J., & Grossman, D. (2016, June). Visual skill acquisition theory (VSAT), eye tracking, and skin self-examination: Theorizing how visual communication enhances visual skill. Paper presented at the 66th annual conference of the International Communication Association, Fukuoka, Japan.
67. Jensen, J. D., Pokharel, M. Scherr, C. L., King, A. J., Brown, N., & Jones, C. (2016, April). Communicating uncertainty to the public: How amount and source of uncertainty impact fatalism, backlash, and overload. Paper presented at the Risk and Health Communication Research Symposium at the annual meeting of the Broadcast Education Association in Las Vegas, NV.
68. Pokharel, M., Carcioppolo, N., & Jensen, J. D. (2016, April). The theory of normative social behavior: A review. Paper presented at the Risk and Health Communication Research Symposium at the annual meeting of the Broadcast Education Association in Las Vegas, NV.
69. Jensen, J. D., Sarapin, S. H., Yale, R. N., Weaver, J., Pokharel, M., & Loewen, S. (2016, April). Theorizing the impact of targeted narratives: Model admiration and narrative

memorability. Paper presented at the annual meeting of the Broadcast Education Association in Las Vegas, NV.

70. Yale, R. N., Jensen, J. D., Krakow, M., & Carcioppolo, N. (2016, March). How do narrative advertisements impact brand attitudes and purchase intentions?: Examining believability, counterarguing, and emotion as mediators. Paper presented at the annual meeting of the Broadcast Education Association in Las Vegas, NV.
71. King, A. J., Carcioppolo, N., Scherr, C., & Jensen, J. D. (2016, April). Theorizing proximity and velocity when driving-toward-a-goal (DTAG): An experimental test of goal-oriented visual cues for fundraising appeals. Paper presented at the annual meeting of the Broadcast Education Association in Las Vegas, NV.
***Top Paper in Research Division**
72. Jensen, J. D., King, A. J., Guntzviller, L. M., Perez, D., Krakow, M., & Coe, K. (2016, April). Explicating the cognitive mediation model for underserved populations: Direct and indirect effects of ethnic news media. Paper presented at the annual meeting of the Broadcast Education Association in Las Vegas, NV.
73. Jensen, J. D., Sarapin, S. H., Yale, R. N., Weaver, J., Pokharel, M., & Loewen, S. (2016, April). Mechanisms of narrative impact in targeted health communication. Paper presented at the annual meeting of the Kentucky Conference on Health Communication in Lexington, KY.
74. Jensen, J. D. (2015, December). Communal feedback as an innovative alternative to skin self-exam. Poster presented at the NIH High Risk, High Reward Conference. Bethesda, MD.
75. Scherr, C. L., Jensen, J. D., & Christy, K. (2015, November). Dispositional pandemic worry, the health belief model, and vaccine uptake during the H1N1 pandemic event. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.
76. Jensen, J. D., Ratcliff, C., Weaver, J., Krakow, M., Payton, W., & Loewen, S. (2015, November). Formative research for a state-wide mammography campaign: Explicating perceived barriers to mammography. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.
77. Jensen, J. D., Britt, B., Scherr, C. L., Jones, C., Brown, N. R., & Christy, K. (2015, November). I want to talk to a real person: Theorizing avoidance in the acceptance and use of automated communication technologies. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.
***Top Paper in Human Communication & Technology**
78. Weaver, J., Pokharel, M., Bergstrom, M., Krakow, M., Jensen, J. D., Maloney, C., & Sheetz, J. (2015, November). Optimal decision making for permanent tracheostomy: A

qualitative analysis of how parents make medical decisions for their children. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.

79. Jensen, J. D., Holton, A., Krakow, M., Weaver, J., Donovan, E., & Tavtigian, S. (2015, November). Intentions to take low-dose aspirin for colorectal cancer prevention: Findings from the translating research into action study. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.
80. Jensen, J. D., Christy, K., Martins, N., Krakow, M., John, K. K., & Britt, R. K. (2015, November). Are good readers negatively impacted by texting? A survey of 4th – 6th graders. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.
81. Jensen, J. D., Liu, M., Carcioppolo, N., John, K. K., Krakow, M. M., & Sun, Y. (2015, November). Health information seeking and scanning among U.S. adults 50 – 75: Testing a key postulate of the information overload model. Paper presented at the 101st annual meeting of the National Communication Association, Las Vegas, NV.
82. Jensen, J. D., Fenech, E., Yale, R. N., Krakow, M., Scherr, C. L., & Yeo, S. K. (2015, May). Persuasive impact of loss and gain frames on intentions to exercise: A test of six moderators. Paper presented at the 65th annual meeting of the International Communication Association, Puerto Rico.
83. Jensen, J. D., Yale, R. N., Krakow, M., John, K. K., & King, A. J. (2014, November). Death narratives and melanoma: Examining the impact of character death on narrative processing and SSE intentions. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
84. Guntzviller, L. M., Jensen, J. D., & Carreno, L. M. (2014, November). The impact of child and parent characteristics on language brokers' health literacy: A test of three dyadic models. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
***Top Paper in Health Communication**
85. Carcioppolo, N., John, K. K., Jensen, J. D., King, A. J., & Guntzviller, L. M. (2014, November). Who jokes about colorectal cancer? The Extended Parallel Process Model and humor as an avoidance technique. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
86. Sun, Y., Jensen, J. D., Guntzviller, L. M., & Liu, M. (2014, November). Explaining the disappearance of the third-person effect: Three studies of measurement bias. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
87. Krakow, M., Yale, R. N., Perez, D., & Jensen, J. D. (2014, November). Character death, barrier-focused narratives, and cervical cancer: Manipulating narrative features to influence

- HPV vaccination intentions. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
88. Chae, J., Lee, C. J., & Jensen, J. D. (2014, November). Correlates of cancer information overload and cancer worry: An elaboration likelihood model perspective. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
 89. King, A. J., Carcioppolo, N., John, K. K., & Jensen, J. D. (2014, November). A randomized test of two skin self-examination techniques: ABCDE, ugly duckling sign, and variations in visual image dose. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
 90. Sun, Y., Jensen, J. D., Wilson, K. M., Yale, R. N., Liu, M., & Weaver, J. (2014, November). Fictional narratives and scary world beliefs: Comparing content-specific versus spreading activation models of cultivation. Paper presented at the 100th annual meeting of the National Communication Association, Chicago, IL.
 91. King, A. J., Jensen, J. D., Carcioppolo, N., Krakow, M., & Sun, Y. (2014, May). Comparing theories of media learning: Cognitive mediation, information utility, and knowledge acquisition from cancer news. Paper presented at the 64th annual meeting of the International Communication Association, Seattle, WA.
 92. Guntzviller, L. M., Yale, R. N., & Jensen, J. D. (2014, May). Examining foreign language communication apprehension: Testing models in geographically and linguistically diverse populations. Paper presented at the 64th annual meeting of the International Communication Association, Seattle, WA.
 93. Yale, R., Jensen, J. D., Carcioppolo, N., Sun, Y., & Liu, M. (2014, May). Are the latent factors of news credibility distinct? Evaluating factor structure and discriminant validity of the news credibility scale. Paper presented at the 64th annual meeting of the International Communication Association, Seattle, WA.
 94. Jones, C. L., Jensen, J. D., Scherr, C. L., Brown, N. R., Christy, K., & Weaver, J. (2014, May). The health belief model as an explanatory framework in communication research: Exploring parallel, serial, and moderated mediation. Paper presented at the 64th annual meeting of the International Communication Association, Seattle, WA.
 95. Christy, K., Jensen, J. D., Krakow, M., John, K. K., & Martins, N. (2014, May). Validating the narrative transportability scale with children 9 – 13. Paper presented at the 64th annual meeting of the International Communication Association, Seattle, WA.
 96. Carcioppolo, N., Jensen, J. D., King, A. J., Guntzviller, L. M., Goonewardene, J., & Raftery, D. (2014, April). Diffusion of a breast cancer biomarker: Using the Health Belief Model to predict willingness to adopt. Paper presented at the 13th biennial meeting of the Kentucky Conference on Health Communication, Lexington, KY.

97. Krakow, M., Jensen, J. D., Carcioppolo, N., Weaver, J., Liu, M., & Guntzville, L. M. (2014, March). Psychosocial predictors of HPV vaccination intentions for unvaccinated college women: religiosity, morality, promiscuity, and cancer worry. Paper presented at the 38th Annual meeting of the American Society for Preventive Oncology, Arlington, VA.
98. John, K. K., Jensen, J. D., Yale, R. N., Carcioppolo, N., Krakow, M., & Weaver, J. (2014, March). Confirming the two factor model of dispositional cancer worry. Paper presented at the 38th Annual meeting of the American Society for Preventive Oncology, Arlington, VA.
99. Krakow, M., Liu, M., Bergstrom, M., & Jensen, J. D. (2013, November). Patient meaning constructs for the four satisfaction measures of Healthy People 2020: A network text analysis of responses from a low socioeconomic population. Paper presented at the 99th annual meeting of the National Communication Association, Washington, D.C.
100. Jensen, J. D., Krakow, M., John, K. K., & Liu, M. (2013, November). The systematic removal of uncertainty from public communication of science: Theoretical and ethical concerns. Paper presented at the 99th annual meeting of the National Communication Association, Washington, D.C.
101. Jensen, J. D., King, A. J., Carcioppolo, N., Krakow, M., & Morgan, S. E. (2013, August). Comparing the effectiveness of tailored and narrative worksite interventions at increasing colonoscopy adherence in adults 50 -75. Paper presented at the 101st annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
102. Martins, N., & Jensen, J. D. (2013, August). Educational TV consumption and children's interest in leisure reading and writing: A test of the Validated Curriculum Hypothesis. Paper presented at the 101st annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
103. Jensen, J. D., Carcioppolo, N., King, A. J., Scherr, C. L., Jones, C. L., & Niederdeppe, J. (2013, August). The cancer information overload (CIO) scale: Establishing predictive and discriminant validity. Paper presented at the 101st annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
104. Matthews, N., Jensen, J. D., Martins, N., & Ivic, R. (2013, August). Handheld media use at school: Increased use negatively impacts reading outcomes. Paper presented at the 101st annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
105. Jensen, J. D., Britt, B., Scherr, C. L., Jones, C., Brown, N., Hirsch, E., & Christy, K. (2012, November). Avoidance of automated communication: Development and validation of the AAC-12. Panel presented at the 98th annual meeting of the National Communication Association, Orlando, FL.

106. Sarapin, S. H., Christy, K., Lareau, L., & Jensen, J. D. (2012, November). Psychometric evaluation of a multi-dimensional admiration scale. Panel presented at the 98th annual meeting of the National Communication Association, Orlando, FL.
107. Guntzviller, L. M., & Jensen, J. D. (2012, July). Parental influence on child language brokering feelings: Using the actor-partner interdependence model in low-income Mexican-American parent-child dyads. Paper presented at the annual meeting of the International Association for Relationship Research, Chicago, IL.
108. Guntzviller, L. M., Donovan-Kicken, E., & Jensen, J. D. (2012, July). Private negative emotions of child interpreters: Discrepancies between parent perceptions and child reported negative feelings while interpreting for a parent. Paper presented at the annual meeting of the International Association for Relationship Research, Chicago, IL.
109. Carcioppolo, N., Jensen, J. D., Wilson, S. E., Collins, W. B., Carrion, M., & Linnemeier, G. (2012, May). Examining HPV threat-to-efficacy ratios in the extended parallel process model. Paper presented at the 62nd annual meeting of the International Communication Association, Phoenix, AZ.
110. Guntzviller, L. M., & Jensen, J. D. (2012, May). Furthering research on adolescent language brokering: Psychometric evaluations on language brokering measures. Paper presented at the 62nd annual meeting of the International Communication Association, Phoenix, AZ.
111. Jensen, J. D., Scherr, C. E., Brown, N., Jones, C., Christy, K., & Hurley, R. J. (2011, November). Public estimates of cancer frequency: Cancer incidence perceptions mirror distorted media depictions. Paper presented at the 97th annual meeting of the National Communication Association, New Orleans, LA.
112. Guntzviller, L. M., Jensen, J. D., King, A. J., & Davis, L. A. (2011, November). Explaining low-income patient satisfaction through understanding patient experience. Paper presented at the 97th annual meeting of the National Communication Association, New Orleans, LA.
113. Jensen, J. D., King, A. J., Davis, L. A., & Carcioppolo, N. (2011, May). Why are tailored messages more effective? A multiple mediation analysis. Paper presented at the 61st annual meeting of the International Communication Association, Boston, MA.
114. King, A. J., Jensen, J. D., Davis, L. A., & Carcioppolo, N. (2011, May). Perceived visual informativeness: Construct & scale development to assess visual health information in printed materials. Paper presented at the 61st annual meeting of the International Communication Association, Boston, MA.
115. Jensen, J. D., Jones, C. L., Lynam-Scherr, C., & Brown, N. (2011, May). Communicating research limitations in news coverage of cancer: A test of the information overload model. Paper presented at the 61st annual meeting of the International Communication Association, Boston, MA.

116. Jensen, J. D., Carcioppolo, N., & King, A. J. (2010, November). Driving toward a goal as a compliance-gaining technique: The impact of goal proximity on compliance rate, donation size, and fatigue. Paper presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.
117. Guntzviller, L. M., Jensen, J. D., King, A. J., & Davis, L. A. (2010, November). The foreign language anxiety in medical office scale (FLAMOS): Developing and validating a measurement tool for Spanish-speaking individuals. Paper presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.
118. Bodie, G. D., Collins, W. B., Jensen, J. D., Davis, L. A., Guntzviller, L. M., & King, A. J. (2010, November). Thinking about health: Development and initial validity evidence for the health-unhealthy other instrument (HUHOI). Paper presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.
119. King, A. J., Jensen, J. D., Davis, L. A., & Guntzviller, L. M. (2010, November). Ethnic newspapers and low-income Spanish-speaking adults: Influence of news consumption and health motivation on cancer prevention behaviors. Paper presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.
120. Jensen, J. D., Bernat, J. K., Davis, L. A., & Yale, R. (2010, November). Dispositional cancer worry: Convergent, divergent, and predictive validity of existing scales. Paper presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.
121. Davis, L. A., Jensen, J. D., King, A. J., & Guntzviller, L. M. (2010, November). Self efficacy, health literacy, and health behavior: Predicting diet and physical activity in low-income, Spanish-speaking adults. Paper presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.
122. Jensen, J. D., Carcioppolo, N., King, A. J., Bernat, J. K., Davis, L., Yale, R., & Smith, J. (2010, May). Including limitations in news coverage of cancer research: Effects of news hedging on fatalism, medical skepticism, patient trust, and backlash. Paper presented at the 60th annual meeting of the International Communication Association, Singapore.
123. Carcioppolo, N., & Jensen, J. D. (2010, April). Historical drinking norms and drinking behavior: Evaluating measures to expand the predictive power of social norms research. Paper presented at the 11th biennial meeting of the Kentucky Conference on Health Communication, Lexington, KY.
124. King, A. J., Jensen, J. D., Morgan, S. E., & Panell, A. (2010, March). Health communication campaigns and interventions promoting colon cancer screening: A systematic review. Paper presented at the annual meeting of the American Society of Preventive Oncology, Bethesda, MD.

125. Jensen, J. D., Bernat, J. K., Wilson, K., & Goonwardene, J. (2009, November). Narrative persuasion and the sleeper effect: Further evidence that fictional narratives are more persuasive over time. Paper presented at the 95th annual meeting of the National Communication Association, Chicago, IL.
***Top Paper in Mass Communication**
126. Jensen, J. D., King, A. J., Guntzviller, L. M., & Davis, L. A. (2009, October). Patient-provider communication and low-income adults: Age, race, literacy, and optimism predict communication satisfaction. Paper presented at the Health Literacy Annual Research Conference hosted by the Institute of Medicine Roundtable on Health Literacy, Washington, D.C.
127. O'Keefe, D. J., & Jensen, J. D. (2009, May). The relative effectiveness of gain-framed and loss-framed persuasive appeals concerning obesity-related behaviors: Meta-analytic evidence and implications. Paper presented at the Leveraging Consumer Psychology for Effective Health Communication conference hosted by the Society for Consumer Psychology, Ann Arbor, MI.
128. Jensen, J. D. (2009, May). Knowledge acquisition following exposure to cancer news articles: A test of the cognitive mediation model. Paper presented at the 59th annual meeting of the International Communication Association, Chicago, IL.
129. Jensen, J. D., Ivic, R., & Imboden, K. (2009, May). Seeds of deviance: Sensation seeking and children's media use. Paper presented at the 59th annual meeting of the International Communication Association, Chicago, IL.
130. Jensen, J. D., Imboden, K., & Ivic, R. (2009, May). Sensation seeking and narrative transportation: High sensation seeking children's interest in reading and writing outside of school. Paper presented at the 59th annual meeting of the International Communication Association, Chicago, IL.
131. Jensen, J. D., Moriarty, C. M., Hurley, R. J., & Stryker, J. E. (2008, November). Are some cancers more common in news than in real life? Interreality comparisons of cancer news coverage and actual cancer rates. Paper presented at the 94th annual meeting of the National Communication Association, San Diego, CA.
132. Moriarty, C. M., Jensen, J. D., & Stryker, J. E. (2008, May). A content analysis of frequently cited sources in cancer news coverage: Examining the relationship between cancer news content and source citation. Paper presented at the 58th annual meeting of the International Communication Association, Montreal, Canada.
133. O'Keefe, D. J., & Jensen, J. D. (2008, May). The persuasiveness of gain- and loss-framed messages for encouraging disease detection: A meta-analytic review. Paper presented at the 58th annual meeting of the International Communication Association, Montreal, Canada.
***Top Paper in Health Communication**

134. Jensen, J. D., Moriarty, C. M., & Stryker, J. E. (2007, November). News coverage of cancer research: Current trends and future directions. Paper presented at the 2nd Annual All China Public Health Communication Conference, Beijing, China.
135. Jensen, J. D. (2007, May). Simplifying science: Effects of news streamlining on scientists' and journalists' credibility. Paper presented at the 57th annual meeting of the International Communication Association, San Francisco, CA.
136. Jensen, J. D., & Moriarty, C. M. (2006, November). Psychosocial correlates of skin self-examinations. Paper presented at the 92nd annual meeting of the National Communication Association, San Antonio, TX.
137. Jensen, J. D., Akhtar, O., Briney, D., Campbell, A., & Morton, J. (2006, November). Even-a-penny-helps versus driving-toward-a-goal: A comparison of two compliance techniques. Paper presented at the 92nd annual meeting of the National Communication Association, San Antonio, TX.
***Top Student Paper in Communication and Social Cognition**
138. Jensen, J. D. (2006, July). Processing health news: Scientific uncertainty in news coverage of cancer research. Paper presented at the 2006 National Doctoral Honors Seminar hosted by Purdue University.
139. Tewksbury, D., Jensen, J. D., & Coe, K. (2006, June). The impact of video source labeling on the perceived credibility of the news. Paper presented at the 56th annual meeting of the International Communication Association, Dresden, Germany.
140. O'Keefe, D. J., & Jensen, J. D. (2005, November). Do loss-framed persuasive messages engender greater message processing than do gain-framed messages? A meta-analytic review. Paper presented at the 91st annual meeting of the National Communication Association, Boston, MA.
141. Hurley, R. J., Dixon, T., Jensen, J. D., & Weaver, A. J. (2005, November). Racial misrepresentations on television news. Paper presented at the 91st annual meeting of the National Communication Association, Boston, MA.
142. Jensen, R. E. & Jensen, J. D. (2005, November). Entertainment media and sexual health: A content analysis of sexual talk, behavior, and risks in a popular television series. Paper presented at the 91st annual meeting of the National Communication Association, Boston, MA.
143. Stryker, J. E., Moriarty, C. M., & Jensen, J. D. (2005, May). Effects of newspaper coverage on public knowledge about cancer prevention. Paper presented at the 55th annual meeting of the International Communication Association, New York, NY.

144. Hurley, R. J., Dixon, T., Jensen, J. D., & Weaver, A. J. (2005, May). Priming race: The impact on perception of guilt. Paper presented at the 55th annual meeting of the International Communication Association, New York, NY.
145. Jensen, J. D., & Hurley, R. J. (2004, November). Convergent and divergent narratives: Testing Chaffee's predictions. Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
146. Jensen, J. D., & Hurley, R. J. (2004, November). Environmental conflict in the media: Measuring presumed influence, presumed behavior, and behavioral intention. Paper presented at the 90th annual meeting of the National Communication Association, Chicago, IL.
***Top Student Paper in Mass Communication**
147. Jensen, J. D., & Hurley, R. J. (2004, November). I won't, but they will: Behavioral intentions following exposure to environmental conflict coverage. Paper presented at the 90th annual meeting of the National Communication Association, Chicago, IL.
***Top Student Paper in Environmental Communication**
148. Jensen, J. D., & Jensen, R. E. (2003, November). In the censor's wake: Living online with the embattled pro-anorexic community. Paper presented at the 89th annual meeting of the National Communication Association, Miami Beach, FL.

Other Conference Activities

1. Jensen, J. D. (2019, November). Surviving interdisciplinary research teams. Panel presented at the 105th annual convention of the National Communication Association in Salt Lake City, UT.
2. Jensen, J. D. (2018, November). Health Communication Division Preconference. Faculty mentor at preconference presented at the 104th annual convention of the National Communication Association in Salt Lake City, UT
3. Jensen, J. D. (2018, November). Playing with the unintended effects of health messages: Defensive processing, reactance, and fatigue. Chair of panel presented at the 104th annual convention of the National Communication Association in Salt Lake City, UT.
4. Jensen, J. D. (2016, November). Pursuing grant-funded research in communication: Challenges and opportunities across the discipline. Chair of panel presented at the 102nd annual convention of the National Communication Association in Philadelphia, PA.
5. Jensen, J. D. (2016, November). Competitively selected papers in Cancer Communication. Chair of panel presented at the 102nd annual convention of the National Communication Association in Philadelphia, PA.

6. Jensen, J. D. (2013, November). Competitively selected papers in Cancer Communication II. Chair of panel presented at the 99th annual meeting of the National Communication Association, Washington, D.C.
7. Jensen, J. D. (2013, November). Competitively selected papers in health communication – The Dale E. Brashers Mini Poster Session. Co-chair of panel presented at the 99th annual meeting of the National Communication Association, Washington, D.C.
8. Jensen, J. D. (2013, November). Competitively selected papers in health communication – The Charles K. Atkin Mini Poster Session. Co-chair of panel presented at the 99th annual meeting of the National Communication Association, Washington, D.C.
9. Chair, Top four papers in health communication. (2012, November). Panel presented at the 98th annual meeting of the National Communication Association, Orlando, FL.
10. Respondent, Research in crisis communication and disaster management. (2012, November). Panel presented at the 98th annual meeting of the National Communication Association, Orlando, FL.
11. Chair, Cancer interventions and applied communication research. (2012, November). Panel presented at the 98th annual meeting of the National Communication Association, Orlando, FL.
12. Panelist, Design: An interface that integrates communication scholarship. (2012, November). Panel presented at the 98th annual meeting of the National Communication Association, Orlando, FL.
13. Respondent, From PSAs and HIV, to pregnant women and people with disabilities: The many voices of mass communication. (2011, November). Panel presented at the 97th annual meeting of the National Communication Association, New Orleans, LA.
14. Participant, Emerging voices panel. (2011, August). Panel presented at the 99th annual meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
15. Respondent, Building bridges between media and health messages. (2010, November). Panel presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.
16. Panelist, Health communication section. (2010, October). Organized, and represented United States, for the health communication section of the International Breast Cancer & Nutrition Conference, West Lafayette, IN.
17. Participant, NCA grant writing workshop. (2010, June). Competitively selected to participate in the 1st annual grant writing conference hosted by the National Communication Association. Chicago, IL.

18. Panelist, Panel discussion of dyadic data analysis. (2010, May). Panelist at the 1st annual conference on Research with Dyads and Families: Challenges and Solutions in Working with Interdependent Data, West Lafayette, IN.
19. Wandering Scholar, Scholar to scholar session. (2009, November). Judge for poster session at the 95th annual meeting of the National Communication Association, Chicago, IL.
20. Chair, Communication and organ donation. (2009, May). Panel presented at the 59th annual meeting of the International Communication Association, Chicago, IL.
21. Respondent, Cross-cultural explorations of risk and media: From avian flu to nuclear testing. (2008, November). Panel presented at the 94th annual meeting of the National Communication Association, San Diego, CA.
22. Chair, Persuasion, attitude, and mediated messages. (2008, May). Panel presented at the 58th annual meeting of the International Communication Association, Montreal, Canada.
23. Chair, Media and health: Content and consequences. (2007, May). Panel presented at the 57th annual meeting of the International Communication Association, San Francisco, CA.
24. Respondent, Post-plenary dialogue: The five navigators meet a panel of doctoral students. (2004, May). Panel presented at the 54th annual meeting of the International Communication Association, New Orleans, LA.

Invited Lectures

1. Jensen, J. D. (2020, November). *Innovations in skin cancer education: Crowdsourced design and rapid exposure*. Lecture presented to the HCI Melanoma Supergroup. Salt Lake City, UT.
2. Jensen, J. D. (2018, May). *Visual solutions to skin cancer control*. Lecture presented to the 4th annual Utah Cancer Action Network Conference. Salt Lake City, UT.
3. Jensen, J. D. (2017, October). *Visualizing skin cancer*. Lecture presented to Utah Cancer Registrars Association. Salt Lake City, UT.
4. Jensen, J. D. (2016, September). *Five fields that don't exist, but should: Understanding interdisciplinary research by going beyond traditional thinking*. Lecture presented as part of the Building Interdisciplinary Research Careers in Women's Health (BIRCHW) Speaker Series hosted by the Masonic Cancer Center, University of Minnesota. Minneapolis, MN.
5. Jensen, J. D. (2015, December). *Innovations in skin cancer control. Invited lecture for the HCI Lite Speaker Series*. Huntsman Cancer Institute. Salt Lake City, UT.

6. Jensen, J. D. (2015, March). *The future of communication research: Five pathways for the next generation*. Invited lecture for the Center for Communication Research at Texas Tech University. Lubbock, TX.
7. Jensen, J. D. (2014, September). *Barriers to screening*. Invited keynote for the Utah Mammography 2014 summit sponsored by Genentech, the Utah Department of Health, and UCAN. Salt Lake City, UT.
8. Jensen, J. D. (2014, June). *Narrative persuasion as a health communication strategy*. Invited talk for the Utah Department of Health. Salt Lake City, UT.
9. Jensen, J. D. (2014, February). *Cancer communication & control*. Invited poster/exhibit for the Huntsman Cancer Institute (HCI) session in the Rotunda of the State Capitol. Salt Lake City, UT.
10. Jensen, J. D. (2013, July). *Can we improve mammography rates in Utah? A review of relevant research in communication*. Invited lecture for the Utah Cancer Action Network and the Utah Mammography Action Coalition. Salt Lake City, UT.
11. Jensen, J. D. (2013, March). *Health literacy: A vital pathway to healthcare transformation*. Invited panelist for the 2013 Priscilla M. Mayden lecture series. Salt Lake City, UT.
12. Jensen, J. D., (2013, January). *Can we measure cancer information overload?* Invited talk for the Cancer Prevention and Control Lecture Series, Huntsman Cancer Institute. Salt Lake City, UT.
13. Jensen, J. D. (2012, September). *The tortoise and the hare: When media coverage and evidence-base medicine collide*. Invited lecture for the 2012 Eisenberg Conference Series, Rockville, MD.
14. Jensen, J. D. (2012, March). *Tailoring and mammography*. Invited talk for Health Psychology Working Group. Salt Lake City, UT.
15. Jensen, J. D. (2012, March). *Perspectives on cancer screening in the media*. Invited lecture for 2012 Dialogue for Action hosted by the Prevent Cancer Foundation, Baltimore, MD.
16. Jensen, J. D. (2011, February). *Communicating research limitations in news coverage of cancer: A test of the information overload model*. Invited lecture for Cornell Speaker Series.
17. Jensen, J. D. (2012, March). *Perspectives on cancer screening in the media*. Invited lecture for 2012 Dialogue for Action hosted by the Prevent Cancer Foundation, Baltimore, MD.
18. Jensen, J. D. (2011, February). *Communicating research limitations in news coverage of cancer: A test of the information overload model*. Invited lecture for Cornell Speaker Series.

19. Jensen, J. D. (2010, November). *Communication research limitations in news coverage of cancer*. Invited lecture for the National Colon Cancer Roundtable hosted by the American Cancer Society in Washington, D. C.
20. Jensen, J. D. (2010, September). *Using narrative persuasion to increase colon cancer detection in high-risk individuals: A worksite intervention*. Invited lecture for Regenstrief Center for Healthcare Engineering Brown Bag Lecture Series.
21. Jensen, J. D. (2010, May). *Interactive tailoring algorithms and breast cancer diagnostics: Using customized messaging strategies to enhance screening decisions*. Invited lecture for Breast Cancer Discovery Group summer retreat.
22. Jensen, J. D. (2010, April). *Purdue's interdisciplinary cancer prevention education program: Training the next generation of cancer prevention scientists*. Invited lecture for Discovery Learning Research Center's 2nd Annual PI Summit.
23. Jensen, J. D. (2010, March). *Mammography at the crossroads: Current problems and future directions for breast cancer screening research*. Invited lecture for OSC Cancer Prevention & Control Lecture Series.
24. Jensen, J. D. (2010, March). *Collaboration between researchers and community partners: Translating research into action*. Invited lecture for Community Health Engagement Program (CHEP) Conference in Indianapolis, IN.
25. Jensen, J. D. (2010, February). *Should journalists include limitations in news coverage of cancer research?: Experimental evidence and future research directions*. Invited lecture for Indiana University Department of Telecommunications.
26. Jensen, J. D. (2009, November). *Health communication and interactive technology: Increasing mammography utilization to 70%*. Invited lecture for the Breast Cancer Prevention 2020 Lecture Series.
27. Jensen, J. D. (2009, September). *Skill and access in low-income Indiana adults: Realities, opportunities, and challenges*. Invited lecture for Regenstrief Center for Healthcare Engineering Brown Bag Lecture Series.
28. Jensen, J. D. (2009, April). *The health literacy workshop: Using research on health literacy to improve communication with low income populations served by Purdue Extension*. Invited lecture for Purdue Extension service (EFNEP and FNP).
29. Jensen, J. D. (2008, September). *Health literacy research*. Invited lecture for Regenstrief Center for Healthcare Engineering conference, Transforming Healthcare Delivery: Advancing Multidisciplinary Research at Purdue University.
30. Jensen, J. D. (May 2008). *Health literacy: Problems and solutions*. Invited lecture for the

Annual Family Nutrition Program Retreat in Brown County, Indiana.

31. Jensen, J. D. (May, 2008). *Plain language? Identifying specific message features that enhance understanding*. Invited lecture for the Purdue Cancer Communication Research Group.
32. Jensen, J. D. (February, 2008). *Public communication of science: Should scientific uncertainty be a part of the plain language approach?* Invited lecture for Regenstrief Center for Healthcare Engineering Brown Bag Lecture Series.

Media Coverage of Research

New York Times, Delta Sky Magazine, KSL, Pfizer's Countering Cancer: 100 Reports from the Frontline, NPR's On the Media, Salt Lake Tribune, Boston Globe, U.S. News & World Report, Indianapolis Star, Chicago Daily Herald, Chicago Tribune, Lafayette Journal & Courier, Northwest Indiana Times, Indianapolis Business Journal, Miller-McCune

Teaching Experience

University of Utah

COM 7350: Measurement & Inferential Statistics

HEDU 7104: Design & Analysis II

HEDU/PRT/KIN 7103: Design & Analysis I

COMM 7250: Persuasion & Social Influence

COMM 7000: Visual Communication

COMM 7000: Communication Theory

HEDU 6540: Health Communication

COM 5000: Strategic Communication and the Public Good

COM 4590: Writing for Strategic Communication

COM 2580/4580: Strategic Communication Theory & Practice

COMM 3580: Strategic Communication & Pandemics

COM 3000/3690: Making Brands Stick

Purdue University

COM 682: Measurement

COM 676: Cancer Communication & Control

COM 632: Mixed Methods

FNS 590: Cancer Prevention Interdisciplinary Education

COM 590: International Breast Cancer Prevention

COM 559: Current Trends in Mass Communication Research

COM 495: Strategic Communication

COM 491: Breast Cancer Prevention

COM 356: Problems in Advertising

COM 256: Introduction to Advertising

University of Illinois

COM 421: Persuasion Theory & Research
 COM 102: Introduction to Communication Theory
 COM 101: Public Speaking

I have consistently earned high teaching evaluations. For comparability purposes, scores from all institutions have been converted to a 1-6 range (highest possible score = 6.0).

Undergraduate Courses

				Course Eval.	Instructor Eval.
Semester	Course #	Course Name	Enrollment	Course Eval.	Instructor Eval
Spring 2022	COM 3690	Making Brands Stick	(n=67/254)	100%	100%
Fall 2021	COM 3580	Strat Com & Pandemics	(n=26/167)	96.2%	96.2%
Spring 2021	COM 3690	Making Brands Stick	(n=67/254)	100%	100%
Fall 2020	COM 3580	Strat Com & Pandemics	(n=40/187)	5.85	5.81
Spring 2020	COM 3690	Making Brands Stick	(n=57/167)	5.83	5.87
Fall 2019	COM 2580	Strat Com Theory & Practice	(n=43/162)	5.74	5.79
Fall 2018	COM 2580	Strat Com Theory & Practice	(n=47/176)	5.92	5.94
Spring 2018	COM 3690	Making Brands Stick	(n=76/152)	5.86	5.90
Fall 2017	COM 2580	Strat Com Theory & Practice	(n=68/137)	5.88	5.90
Fall 2016	COM 4580	Strat Com Theory & Practice	(n=63/130)	5.85	5.80
Spring 2016	COM 3690	Making Brands Stick	(n=74/110)	5.77	5.82
Fall 2015	COM 4580	Strat Com Theory & Practice	(n=76/130)	5.87	5.89
Fall 2014	COM 4580	Strat Com Theory & Practice	(n=135/135)	5.82	5.82
Spring 2014	COM 3000	Making Brands Stick	(n=65/82)	5.72	5.76
Fall 2013	COM 5000	Strat Com & the Public Good	(n=25/29)	5.63	5.86
Fall 2013	COM 4580	Strat Com Theory & Practice	(n=99/131)	5.71	5.74
Fall 2012	COM 4580	Strat Com Theory & Practice	(n=94/128)	5.55	5.62
Fall 2011	COM 4580	Strat Com Theory & Practice	(n=58/67)	5.60	5.64
Fall 2011	COM 4590	Writing for Strat Com	(n=15/18)	4.84	5.28
Summer 2011	COM 256	Intro to Advertising	(n=7/20)	5.88	5.88
Spring 2011	COM 590	Cancer Prevention	(n=12/17)	5.52	5.76
Spring 2011	COM 256	Intro to Advertising	(n=123/317)	5.04	5.52
Fall 2010	COM 256H	Intro to Advertising	(n=8/12)	5.52	5.88
Fall 2010	COM 256	Intro to Advertising	(n=127/293)	5.28	5.52
Spring 2010	COM 491	Breast Cancer Prevention	(n=13/24)	5.76	6.00
Spring 2010	COM 256	Intro to Advertising	(n=144/333)	5.28	5.64
Fall 2009	COM 256	Intro to Advertising	(n=183/354)	5.16	5.52
Spring 2009	COM 495	Strategic Communication	(n=24/24)	5.52	5.88
Spring 2009	COM 256	Intro to Advertising	(n=155/350)	5.28	5.64
Fall 2008	COM 256	Intro to Advertising	(n=153/225)	5.40	5.76

Summer 2008	COM 256	Intro to Advertising	(n=21/25)	5.04	5.64
Spring 2008	COM 356	Problems in Advertising	(n=33/35)	5.04	5.04
Spring 2007	COM 421	Persuasion Theory & Research	(n=34/41)	5.96	6.00
Fall 2006	COM 421	Persuasion Theory & Research	(n=22/25)	5.65	5.65
Spring 2006	COM 421	Persuasion Theory & Research	(n=29/38)	5.95	5.92
Fall 2005	COM 421	Persuasion Theory & Research	(n=26/27)	5.95	6.00
Summer 2005	COM 102	Intro to Com Theory	(n=26/27)	5.95	6.00
Spring 2005	COM 102	Intro to Com Theory	(n=26/35)	5.90	5.90
Fall 2004	COM 102	Intro to Com Theory	(n=63/76)	5.54	5.76
Spring 2002	COM 101	Public Speaking	(n=28/31)	5.92	5.95
Fall 2001	COM 101	Public Speaking	(n=37/40)	5.72	5.87

Graduate Courses

				Course Eval.	Instructor Eval.
Semester	Course #	Course Name	Enrollment	Course Eval.	Instructor Eval
Fall 2020	COM 7250	Persuasion & Social Influence	(n=4/5)	5.68	5.64
Summer 2018	HEDU 7103	Design & Analysis I	(n=4/5)	5.79	5.93
Spring 2018	HEDU 7103	Design & Analysis I	(n=22/35)	5.39	5.65
Spring 2018	PRT 7103	Design & Analysis I	(n=18/30)	5.54	5.63
Spring 2018	KIN 7103	Design & Analysis I	(n=27/42)	5.44	5.64
Summer 2017	HEDU 7103	Design & Analysis I	(n=7/9)	5.47	5.60
Spring 2017	HEDU 7103	Design & Analysis I	(n=19/26)	5.76	5.83
Spring 2017	PRT 7103	Design & Analysis I	(n=15/25)	5.60	5.74
Spring 2017	KIN 7103	Design & Analysis I	(n=24/34)	5.67	5.75
Summer 2016	HEDU 7103	Design & Analysis I	(n=17/21)	5.88	5.92
Fall 2016	COM 7000	Communication Theory	(n=7/10)	5.76	5.55
Fall 2015	HEDU 6540	Health Communication	(n=13/21)	5.68	5.86
Fall 2014	HEDU 6540	Health Communication	(n=25/25)	5.14	5.44
Summer 2014	HEDU 7103	Design & Analysis I	(n=9/18)	5.76	5.89
Spring 2014	HEDU 6540	Health Communication	(n=14/19)	5.69	5.83
Summer 2013	HEDU 7103	Design & Analysis I	(n=10/13)	5.89	6.00
Spring 2013	HEDU 7104	Design & Analysis II	(n=13/16)	5.83	5.92
Spring 2013	HEDU 6540	Health Communication	(n=10/14)	5.68	5.89
Fall 2012	COM 7350	Measurement	(n=20/33)	5.35	5.59
Spring 2012	HEDU 6540	Health Communication	(n=25/34)	5.19	5.04
Fall 2010	COM 559	Current Trends in Mass Com	(n=8/11)	5.52	5.88
Fall 2009	COM 682	Measurement	(n=14/14)	5.52	5.64
Summer 2009	COM 632	Mixed Methods Research	(n=18/20)	5.88	6.00
Fall 2008	COM 676	Cancer Com & Control	(n=6/10)	6.00	6.00

Spring 2008	COM 559	Current Trends in Mass Com	(n=7/8)	5.76	5.88
-------------	---------	----------------------------	---------	------	------

Fellowships

Presidential Scholar (2014 – 2017)	University of Utah
University Faculty Fellowship (2014-2015)	University of Utah
Kontos Faculty Fellowship (2009-2010)	Purdue University
Dissertation Completion Fellowship (2006)	University of Illinois
Elizabeth Winter Young Summer Fellowship (2004)	University of Illinois

Professional Memberships

Society for Risk Analysis (SRA)
 Society of Behavioral Medicine (SBM)
 Association for Education in Journalism and Mass Communication (AEJMC)
 Broadcast Education Association (BEA)
 American Public Health Association (APHA)
 National Communication Association (NCA)
 International Communication Association (ICA)
 Public Relations Society of America (PRSA)
 American Academy of Advertising (AAA)

Professional Service – Discipline

Chair/Chair Elect	Health Communication Division National Communication Association	2011 – 2015
Chair	Nominating Committee Mass Communication Division National Communication Association	2010 – 2012
Secretary	Mass Communication Division National Communication Association	2009 – 2010
Secretary	Health Communication Division National Communication Association	2008 – 2010
Chair	Nominating Committee Health Communication Division International Communication Association	2008 – 2010
Graduate Student Representative	Mass Communication Division National Communication Association	2005 – 2006

Professional Service – University

Advisory Board	Entertainment Arts & Engineering University of Utah	2015 – present
Faculty Advisor	PRSSA Chapter University of Utah	2014 – 2016
Coordinator	Strategic Communication Sequence Department of Communication University of Utah	2011 – present
Member	Cancer Control & Population Sciences Huntsman Cancer Center University of Utah	2013 – present
Associate Director	Cancer Prevention Training Program Oncological Sciences Center Purdue University	2010 – 2011
Faculty Advisor	American Advertising Federation Chapter Purdue University	2009 – 2011
Health Communication Liaison	Master's of Public Health (MPH) Program Purdue University	2008 – 2011
Head	Media, Technology, & Society Unit Department of Communication Purdue University	2009 – 2011
Committee Member	SVPA Search Committee University of Utah	2017 – 2018
	VPR Search Committee University of Utah	2015 – 2016
	Graduate Committee Department of Communication University of Utah	2013 – present
	Executive Committee Department of Communication University of Utah	2012
	Undergraduate Committee Department of Communication University of Utah	2012 – 2013

Executive Board OSC Cancer Prevention & Control Unit Purdue University	2009 – 2011
Executive Board Cancer Prevention Training Program Purdue University	2009 – 2011
Planning Committee Int'l Breast Cancer & Nutrition Group Purdue University	2008 – present

Professional Service – External

Member	Search Committee NCI Branch Chief Search Committee	2017 – 2018
Consultant	Myriad Genetics University of Utah Research Park	2012 – present
Keynote Speaker	Regional Relay Summit – Billings, MT American Cancer Society	October 2012
Keynote Speaker	Relay for Life – McCone County, MT American Cancer Society	July 2012
Member	Technical Expert Panel Systematic Review of Comm & Dissemination Techniques Agency for Healthcare Research and Quality (AHRQ)	2011 – 2012
Faculty Organizer	Relay for Life – Purdue/Tippecanoe County, IN American Cancer Society	May 2011
Faculty Organizer	Relay for Life – Purdue/Tippecanoe County, IN American Cancer Society	May 2010
Instructor	Health literacy workshop Teleconference workshop for employees in 92 counties Purdue Extension Service	April 2009
Session Leader	Health literacy training – Brown County, IN Family Nutrition Program	May 2008

Professional Service – Reviewing

Associate Editor

Journal Title	Years Reviewed
1. Human Communication Research	2021 – present

Editorial Board Member

Journal Title	Years Reviewed
1. Science Communication	2021 – present
2. Communication Research	2020 – present
3. Human Communication Research	2017 – 2021
4. Computers in Human Behavior	2016 – present
5. Journal of Health Communication	2014 – present
6. Health Communication	2010 – present
7. Mass Communication & Society	2010 – present
8. Communication Monographs	2008 – present
9. Journal of Communication	2013 – present

Ad-Hoc Reviewer

Journal Title	Years Reviewed
1. Cancer Prevention Research	2024 – present
2. Social and Personality Psychology Compass	2021 – present
3. Journal of the National Cancer Institute	2021 – present
4. Psychology & Marketing	2021 – present
5. Psychology, Health & Medicine	2021 – present
6. Journalism	2021 – present
7. Leisure/Loisir	2021 – present
8. Int Journal of Health Promotion & Education	2021 – present
9. Journal of Philanthropy & Marketing	2021 – present
10. Applied Psychology: Health & Well Being	2020 – present
11. Nature Human Behavior	2020 – present
12. Journal of Health Psychology	2020 – present
13. Self and Identity	2020 – present
14. Drug and Alcohol Dependence	2020 – present
15. Int Journal of Health Planning & Management	2020 – present
16. Environmental Communication	2019 – present
17. Journal of Psychosocial Oncology	2018 – present
18. Substance Use & Misuse	2018 – present
19. Translational Behavioral Medicine	2018 – present
20. Journal of Personality Assessment	2018 – present
21. Journal of Drug Education	2018 – present
22. Review of Communication	2017 – present

23. Women's Health Issues	2017 – present
24. Journal of Advertising	2017 – present
25. Health Informatics Journal	2017 – present
26. Corporate Communications	2017 – present
27. Communication Research Reports	2016 – present
28. International Journal of Communication	2016 – present
29. Computers in Human Behavior	2016
30. Patient Education & Counseling	2016 – present
31. Health Psychology	2016 – present
32. Journal of Computer Assisted Learning	2016 – present
33. Contemporary Educational Psychology	2016 – present
34. Global Public Health	2015 – present
35. Psychology of Aesthetics, Creativity, & the Arts	2015 – present
36. BMC Medical Genomics	2015 – present
37. Journal of Risk Research	2014 – present
38. Social Science & Medicine	2014 – present
39. Journal of Adolescent Health	2014 – present
40. Measurement and Eval in Counseling & Dev	2014 – present
41. Entropy	2014 – present
42. PLOS ONE	2014 – present
43. Academy of Management Review	2013 – present
44. Journal of Experimental Social Psychology	2013 – present
45. Nicotine & Tobacco Research	2013 – present
46. Journalism & Mass Com Quarterly	2013 – present
47. BMC Health Services Research	2013 – present
48. Journal of Media Psychology	2013 – present
49. Appetite	2013 – present
50. Asian Journal of Communication	2013 – present
51. Journal of Applied Com Research	2013 – present
52. Communication Theory	2012 – present
53. Communication Research	2012 – present
54. Science Communication	2012 – 2021
55. Risk Analysis	2012 – present
56. Psychology of Sport & Exercise	2012 – present
57. European Journal of Psychology	2012 – present
58. Social Science Journal	2012 – present
59. Health Education & Behavior	2011 – present
60. Cancer Epid, Biomarkers, & Prevention	2011 – present
61. Cases in Pub Health Com & Marketing	2011 – present
62. Cognition & Instruction	2011 – present
63. Journal of Immigrant & Minority Health	2011 – present
64. European Journal of Psych Assessment	2011 – present
65. Journal of Health Care for the Poor/US	2010 – present
66. Public Understanding of Science	2010 – present
67. British Journal of Health Psychology	2010 – present
68. Journal of Aging & Health	2010 – present

69. Journal of Primary Prevention	2010 – present
70. Annals of Internal Medicine	2009 – present
71. Journal of Communication	2009 – 2013
72. Media Psychology	2009 – present
73. J. of Computer Mediated Communication	2009 – present
74. American Journal of Media Psychology	2009 – present
75. Social Influence	2009 – present
76. Southern Journal of Communication	2009 – present
77. African Communication Research	2009 – present
78. International Journal of Psychology	2009 – present
79. Asia Pacific J. of Marketing & Log.	2009 – present
80. Western Journal of Communication	2009 – present
81. Annals of Behavioral Medicine	2008 – present
82. Human Communication Research	2008 – 2016
83. Mass Communication & Society	2008 – 2010
84. Psychology & Health	2008 – present
85. Journal of Broadcast and Electronic Media	2008 – present
86. Journal of Health Communication	2008 – 2013
87. Communication Quarterly	2008 – present
88. Communication Monographs	2007 – 2008
89. Health Communication	2007 – 2009

Other Reviewing

Reviewer	NCA conference: 2007 – present
Reviewer	ICA conference: 2007 – present
Reviewer	AEJMC conference: 2012 – present
Reviewer	APHA conference: 2012 – present
Reviewer	Health Research Board of Ireland: 2017
Reviewer	Wyoming AES Competitive Grants: 2014
Reviewer	Grant, Netherlands Organisation of Health, Research and Dev
Reviewer	Sage (4 book chapters): 2013
Reviewer	Kyoon Hur Dissertation Award: 2011
Reviewer	John E. Hunter Meta-analysis Award: 2009
Reviewer	Time-Sharing Experiments for the Social Sciences: 2012, 2019

Reviewer Internal Seed Grant, University of Utah: 2012

Reviewer NSF grant: 2012, 2015

Graduate Student – Advising/Mentoring

Trainees/Advisees

Current students

Yi Liao, 2nd Year Doctoral student, University of Utah

Camilla Owens, 2nd Year Doctoral Student

Former students

Doctoral/Post-Doctoral

Dallin Adams, Assistant Professor, Sam Houston State University

Helen M. Lillie, Assistant Professor, University of Iowa

Sean Upshaw, Assistant Professor, University of Texas - Austin

Chelsea Ratcliff, Assistant Professor, University of Georgia

Manusheela Pokharel, Assistant Professor, Texas State University

Katheryn Christy: Assistant Professor, University of Wisconsin – Madison

Melinda Krakow: Post-Doctoral Fellow, National Cancer Institute

Kevin K. John: Associate Professor, Brigham Young University

Lisa M. Guntzviller: Associate Professor, University of Illinois

Courtney L. Scherr: Associate Professor, Northwestern University

Andy J. King: Professor, University of Utah

Nick Carcioppolo: Associate Professor, University of Miami

Robert Yale: Assistant Professor, University of Dallas